



KG REDDY
College of Engineering
& Technology
UGC AUTONOMOUS



Department of student Affair

Report

on

Rural Entrepreneurship and Innovations

Date: 19-02-2022

Organized by

Department of student Affairs

In association with

AICTE

Submitted by

Mr.Mahantesh

Assistants professor-CIVIL


DSA coordinator


HoD -DSA


PRINCIPAL

Principal
KG Reddy College of Engineering & Technology,
Chilkur (V) Moinabad (M)
R. R. Dist

The workshop was started @1:00 pm with introducing about dr.Devi Bhavni by udyashri mam has started with interacting with faculties and students with curriculam activites and co-curriculum activites of the institution level and presentede as accreditation programs and MGNCRE Activies.

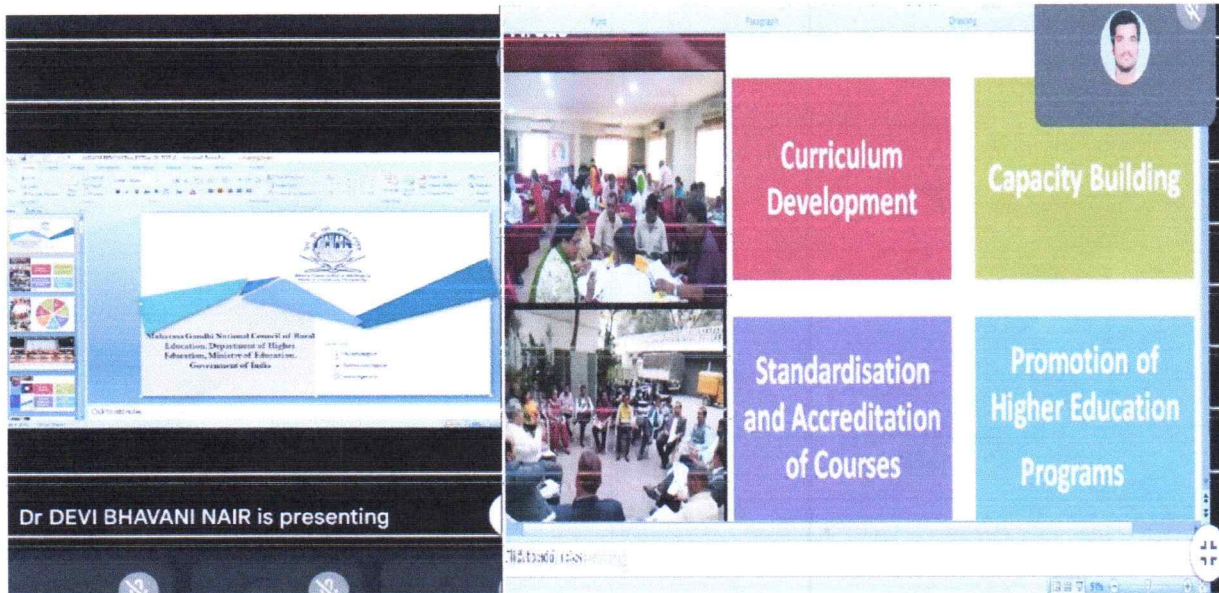


Figure Showing Introduction Of Rural Entrupenship

Innovation research has abundant literature on technologically advanced innovations and entrepreneurship. However, literature from a rural innovator and entrepreneur perspective is sparse. Therefore, we explore rural user innovation and entrepreneurship in a developing country, India. Using multiple case study research method, we study cases of five rural user innovations in detail. These rural innovators innovated to alleviate the drudgery of their lives and to fulfill their need for a low-cost local solution to a widespread rural problem. They often face a resource void for commercializing their innovations and we find that external actors can play an enabling role in filling this void. The findings of our study help propose a framework for enabling rural innovation and entrepreneurship in developing countries like India. Further, in addition to poverty alleviation, we found that there was a positive social impact on the lives of rural entrepreneurs and their community.



Figure showing different oil seeds and marigold

Inspite of a variety of oilseeds grown, other oil bearing materials produced, and a huge network of oilseed processing industry exists in the organised sector, shortfalls of oils in India has become a melancholy tale. Being an exporter of oil till 1964, it is a paradox that at present India has to import a big quantity of vegetable oils to meet her domestic need and thus spending about ten thousand million Rupees in terms of highly valued foreign exchange every year. Plants store the required food for their seedlings in the form of oil in their seeds. Thus the oil is used by the seedlings during germination and early growth. The oil content of the seed sustains the seedling until the leaves develop chlorophyll and start producing their own food by the process of photosynthesis. The mother plant takes sufficient care to see that the oil in the seed is properly protected from external influences. Oil is placed well spread in all the cells of the seed in very tiny ultramicroscopic droplets in the form of an emulsion. Each droplet is surrounded by the albuminoid cell matter composed of proteins and carbohydrates. The cell is again enveloped by a cell wall. Compact arrangements by all these cells and the hard seed coat provide further protection to the oil droplets



Figure Showing Different States Collected Of Odop Examples

The rural user innovators initially developed the product to meet their individual need but also thought about its commercial viability mainly to earn some money. They start using their product and show its use to other people living in their rural community. The rural innovators also tried to sell their product but were not able to successfully participate in the market and experienced a chasm. They tried to pick up business skills while on-the-job primarily through experiential learning. External organizations like NIF helped these rural innovators and they received financial support, without collateral, from NIF's Micro Venture Fund. They also receive marketing, intellectual property rights (IPR), and business development support through NIF and its partner organizations like GIAN, SRISTI, and Honey Bee network. rural user innovators, namely, Patel, Jagani, Dahiya, and Kamboj, received product design and development support from premier educational institutions in India with the help of NIF. As a result, they are able to improve their products and build technologically better commercial prototypes.

The scheme adopts the One District One Product (ODOP) approach to reap the benefit of scale in terms of procurement of inputs, availing common services and marketing of products. ODOP for the scheme will provide the framework for value chain development and alignment of support infrastructure. There may be more than one cluster of ODOP products in one district. There may be a cluster of ODOP products consisting of more than one adjacent distri.

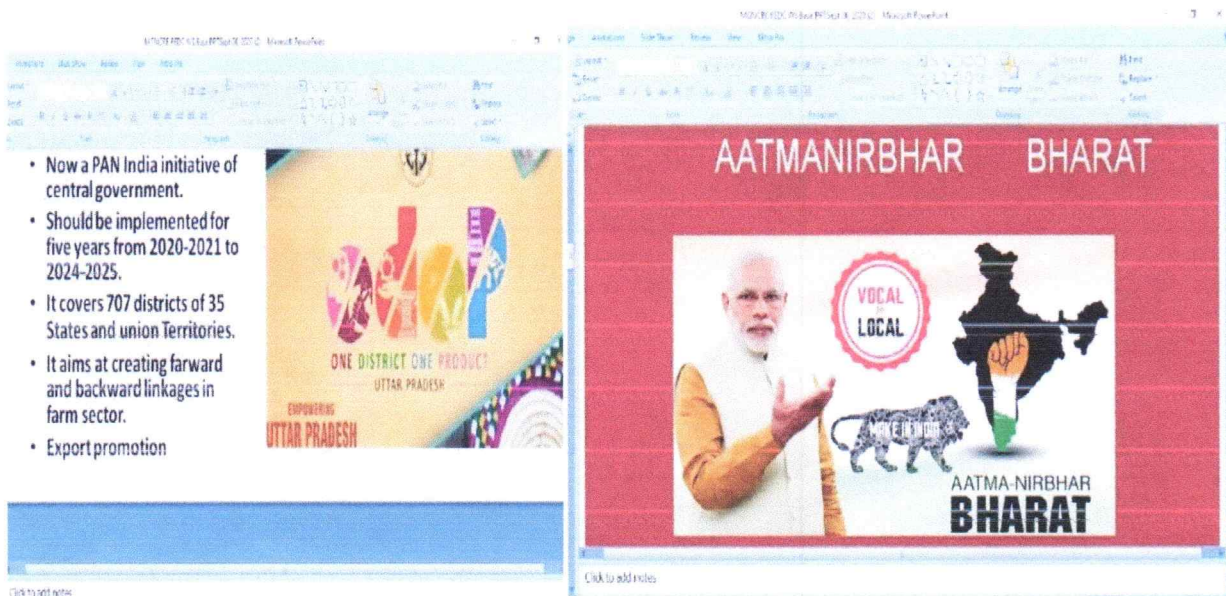


Figure shows one distict one product scheme

The States would identify the food product for a district, keeping in perspective the focus of the scheme on perishables. A baseline study would be carried out by the State Government. The ODOP product could be a perishable Agri produce, cereal-based product, or a food product widely produced in a district and their allied sectors. An illustrative list of such products includes mango, potato, litchi, tomato, tapioca, kinnu, bhujia, petha, papad, pickle, millet-based products, fisheries, poultry, meat as well as animal feed among others. Besides, certain other traditional and innovative products including waste to wealth products could be supported under the Scheme. For example, honey, minor forest products in tribal areas, traditional Indian herbal edible items like turmeric, amla, haldi, etc. Support for agricultural products would be for their processing along with efforts to reduce wastage, proper assaying, and storage and marketing. For providing support existing individual micro-units for capital investment, preference would be given to those producing ODOP

products. However, existing units producing other products would also be supported. In the case of capital investment by groups, predominately those involved in ODOP products would be supported. Support to groups processing other products in such districts would only be for those already processing those products and with adequate technical, financial, and entrepreneurial strength.

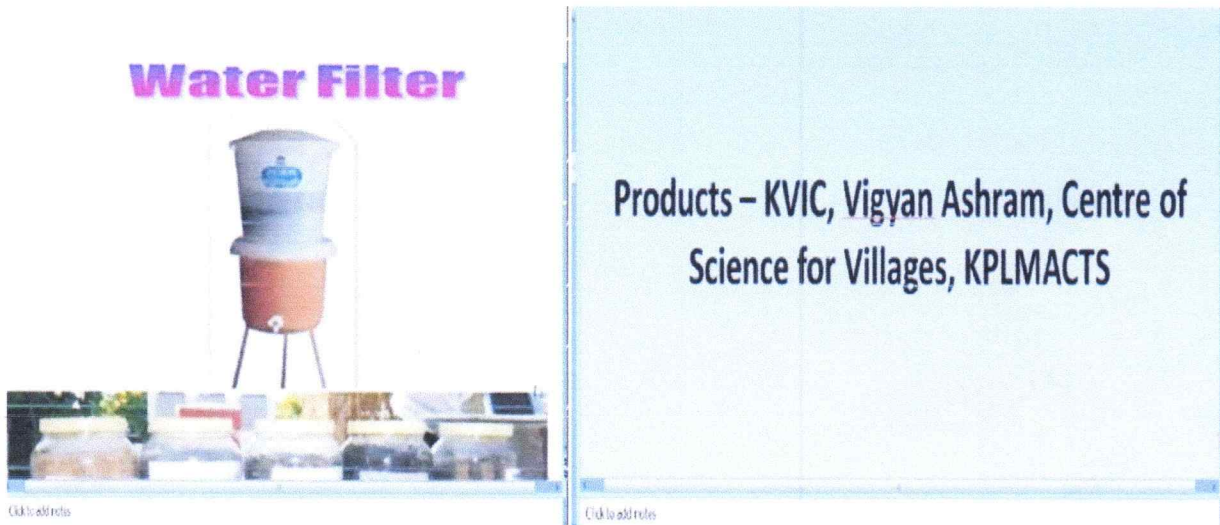


Figure shows purification of water

There are two types of filter commonly used in the treatment of household water supplies: the sand filter, which is relatively coarse, and the ceramic filter, which is of a finer texture. Sand filter The household sand filter, unless skillfully operated, is relatively ineffective against bacteria. It will, however, remove cysts, ova, cercariae, and simirelatively large organisms, and will strain out most of the coarse and visible matter in suspension, although it may pass some fine turbidity or cloudiness. Sand filtration may be made more effective by first carefully treating the water with alum, as a result of which clear water can be obtained. Some household filters also contain charcoal. Charcoal has no purifying effect, its only function being to absorb certain taste-producing compounds and to make the water “sweeter ”; but even this effect is lost unless the charcoal is frequently renewed. Sand filters often get partially clogged with organic matter, and under some conditions this results in bacterial growths in the filter. Reports are common of instances where the filtered water has a higher bacterial content than the unfiltered water.



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Date: 17-02-2022

KGRCET/CIRCULAR/2020-21/

Department of Student Affairs

CIRCULAR

All the Heads of the Departments, Teaching staff and Students are here by informed that, the Department of student affairs is conducting **Rural Entrepreneurship And Innovations** on Feb 19th in online mode as industry academia connect . Hence all are requested to attend and make the best benefit of it.

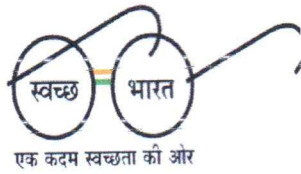

HoD- DSA


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Copy to

1. All HODs
2. IQAC
3. CEED
4. Accreditation cell
4. Exam branch
5. Library

KG Reddy College of Engineering & Technology
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R. R. Dist.

































1:20 PM



About this call

People

Information

-  Mahesh Chittimala  
-  Mahesh Kumar  
-  mangona penta  
-  Medida Sravani  
-  Poojasri Pooja  
-  Prema Latha  
-  Ravali poola  
-  Rohit Yadav  
-  Sai Sai  
-  Samyuktha Penta  

Resource person details

- Name : TUTI SANDHYA
- Qualification: M. Tech
- Department :Electronics and Communication Engineering
- Email : sandhyatuti01@gmail.com
- Contact : 9912864443

ACADEMIC QUALIFICATIONS:

1. M Tech, (VLSI & EMBEDDED SYSTEM DESIGN) Srinidhi Institute of Science and Technology, JNTU Hyderabad, Telangana, 2008 -11.
2. B Tech, (Electronics and communication Engineering) G. Narayanamma Institute of Technology & Science, JNTU Hyderabad, Telangana, 2004 – 07.

WORK EXPERIENCE:

- Elected as Executive Committee Member and Women Empowerment Sub Committee Chairperson at IETE Hyderabad Chapter from 2020-22
- Working as Senior Resource Person at Mahatma Gandhi National Council of Rural Education from July 7th 2019 to Till Date
- Worked as Head, Teaching and Learning center, Sphoorthy Engineering College, Hyderabad Since July 7th, 2017 to July 5th, 2019.
- Worked as CO-Director for Center for Engineering Education Development (CEED), KGR CET, Hyderabad since September 27th, 2011 to June 22nd, 2017.
- Worked as Assistant Professor in Department of Electronics and Communication Engineering, Nova College of Engineering, Hyderabad from May 2007 to September 2008.

SEMINARS/WORKSHOPS/FDP'S/INDUCTION PROGRAMS ADDRESSED:

- Conducted 17 Online Swachhata Action Plan Workshops involving District Collectors in Odisha and Telangana State
- Faculty Induction Program Orientation -9 (IIT Hyderabad, Osmania University HRDC, CBIT, Indian



Workshop on Rural Entrepreneurship & Innovations

19th Feb, 2022

1.00 pm - 2.00 pm



Registration



Feedback



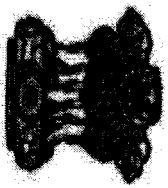
Session



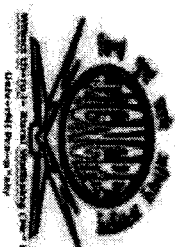
RESOURCE PERSON
Mrs Tuti. Sandhya
Senior Faculty



RESOURCE PERSON
Dr Devi Bhavani Nair
MGNCRE



Certificate of



Participation

This is to certify that **Alli narendar**

Kg Reddy college of engineering and technology

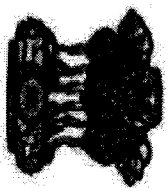
has participated in one Day online workshop on **Rural Entrepreneurship Development Cell-One District One Product** for Higher Educational Institutions in Association with Mahatma Gandhi National Council of Rural Education November-December 2021

Tuti Sandhya, Resource Person,

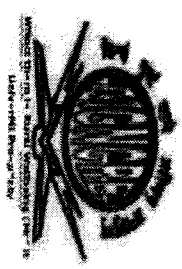
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has participated in one Day online workshop on **Rural Entrepreneurship Development Cell-One District One Product** for Higher Educational Institutions in Association with Mahatma Gandhi National Council of Rural Education November-December 2021

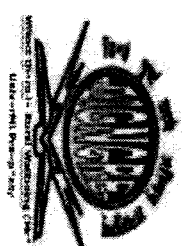
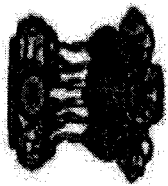
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Certificate of Participation

This is to certify that **PADIGELA GANESH**

KG REDDY ENGINEERING AND TECHNOLOGY

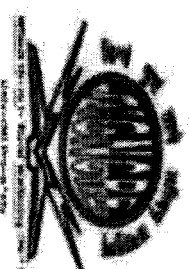
has participated in one Day online workshop on **Rural Entrepreneurship Development Cell-One District One Product** for Higher Educational Institutions in Association with Mahatma Gandhi National Council of Rural Education November-December 2021

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This is to certify that **Shwani Shrivastava**

KG Reddy College of Engineering and Technology

has participated in one Day online workshop on **Rural Entrepreneurship Development Cell-One District One Product** for Higher Educational Institutions in Association with Mahatma Gandhi National Council of Rural Education November-December 2021

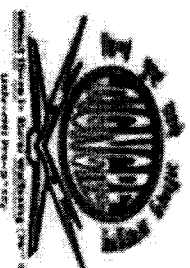
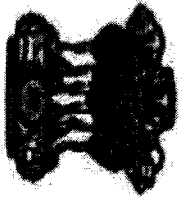
2021

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This is to certify that **Udaya Sri Kakarla**

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has participated in one Day online workshop on **Rural Entrepreneurship Development Cell-One District One Product** for Higher Educational Institutions in Association with Mahatma Gandhi National Council of Rural Education November-December 2021

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This is to certify that **THANGAMANIK**

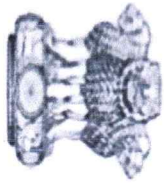
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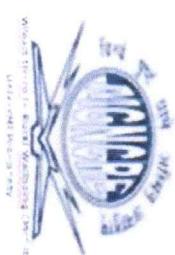
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Certificate of



Participation

This is to certify that **Mahantesh N Paruti**

KG Reddy college of Engineering and Technology

has participated in one Day online workshop on **Rural Entrepreneurship Development Cell-One District One Product** for Higher Educational Institutions in Association with Mahatma Gandhi National Council of Rural Education November-December 2021

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