

PROGRAMME REPORT: “UYARE”
EXHIBITION HOSTED FOR WOMEN ENTREPRENEURS

Introduction:

The two-day exhibition program on Capacity Building for Women Entrepreneurs served as a significant milestone in empowering women within the food processing business sector. Organized as part of the RUSA T5J project "Capacity Building of Women Through Entrepreneurship Development Programmes," the event was conducted by the School of Management Studies at the Student's Amenity Center Cochin University of Science and Technology.

Day 1 Highlights:

The ceremony commenced with the official ribbon-cutting by Shri. P. Rajeeve, the Honourable Minister of Industries, Coir & Law, signalling the beginning of a significant gathering. He also took the opportunity to launch the Village Zone mobile application platform developed by Rastelx technologies Pvt Ltd in collaboration with FISAT. This platform aims at extending market reach and providing digital marketing assistance to empower women entrepreneurs, a pivotal initiative in fostering inclusive economic growth. Professor (Dr.) P. G Sankaran, the Honourable Vice-Chancellor of CUSAT, extended gratitude to Shri P. Rajeeve for securing a substantial budget allocation of Rs. 1 Crore for the SMS project. This acknowledgment underscores the importance of governmental support in advancing research and development endeavours. Throughout the event, emphasis was placed on the importance of women entrepreneurship. Shri. P. Rajeeve highlighted the initiatives undertaken by the state government to support and empower women entrepreneurs. This sentiment was echoed by VC Dr. P.G Sankaran of CUSAT, who emphasized the pivotal role women play in financial development and the need for continued support and encouragement.

In addition to the Village Zone platform launch, the event featured the unveiling of six other innovative products developed under the RUSA T5J Project "Capacity Building for Women Entrepreneurs: Design, Implementation, and Impact Assessment" these products represent significant advancements in various sectors, ranging from food processing to technology, demonstrating our commitment to driving economic growth through innovation. As part of the program, the Uyare Exhibition was hosted specifically for women entrepreneurs, 27 women entrepreneurs participated in this exhibition. The exhibition not only served as a platform for showcasing their products but also provided a bustling market space for them to sell and promote their products. This integration of the "Capacity Building for Women Entrepreneurs: Design, Implementation, and Impact Assessment" initiative within the exhibition underscored the commitment to empowering women through practical skills training and real-world market opportunities.

Day 2 Highlights:

March 6th, 2024, marked the International Women's Day Commemorative Function and the Valedictory of Uyare: Women Entrepreneurs Exhibition. The event's theme, "Invest in Women: Accelerating Progress," emphasized the importance of supporting women's economic empowerment Ms. Indu

Vijayan IFS, Conservator of Forests, Kerala Forests and Wildlife Department, Central Region Kerala, graced the occasion as Chief Guest. She emphasized the critical need to invest in women's economic empowerment. Additionally, she launched the She Innovate Forum, a platform dedicated to empowering women entrepreneurs. Launched as part of the RUSA 2.0 major project T5J "Capacity Building of Women Through Entrepreneurship Development Programmes: Design, Implementation and Impact Assessment," the She Innovate Forum offers comprehensive resources and guidance to support women entrepreneurs in initiating and establishing successful enterprises. Also focuses on fostering financial literacy among women entrepreneurs through a dedicated section on financial education. Moreover, it offers discussion forums and networking opportunities, enabling users to leverage collective wisdom and support to overcome challenges and achieve success.

The event included the felicitation of winners of the Women Entrepreneur Award. Mrs. Shyji Ashly was honored as the Women Entrepreneur of the Year, with the felicitation conducted by Prof. (Dr.) P.G Sankaran, Honourable Vice Chancellor of CUSAT. Mrs. Shyji Ashly delivered a speech highlighting the importance of enhancing entrepreneurial skills among women. Furthermore, Dr. V. Meera, Registrar of CUSAT, and Shri. Babu John Malayil, Head of CSR at Muthoot Finance Ltd, facilitated the distribution of Muthoot Fellowships for Female Students. This initiative aimed to support and encourage female students in their educational pursuits, further emphasizing the commitment to women's empowerment and development. Additionally, Prof. Dr. Sasi Gopalan, Syndicate Member & Head of the Department of Mathematics, CUSAT, conducted a felicitation. Certificates were distributed to 23 participants of the exhibition held over the two days, recognizing their valuable contributions.

Conclusion:

The two-day exhibition program showcased the achievements and potential of women entrepreneurs in the food processing sector. Through innovative initiatives like the Village Zone app and the She Innovate Forum, the event demonstrated a commitment to nurturing and empowering women to succeed in their entrepreneurial endeavours. The collaborative efforts under the RUSA T5J "Capacity Building of Women Through Entrepreneurship Development Programmes: Design, Implementation and Impact Assessment," Project underscored the importance of capacity building and impact assessment in fostering sustainable economic growth and gender equality.

Inaugural session**Programme Schedule for Day 1: 5th March 2024**

Inauguration by Ribbon Cutting: Time: 11 AM, Venue: Students Amenity Centre, CUSAT

Introduction:	MC: Sneha Rose, SMS, CUSAT
Welcome & About the Project:	Dr. Sangeetha K Prathap Associate Professor, School of Management Studies, CUSAT Principal Investigator, RUSA T5J Project Capacity building for Women Entrepreneurs, Design, Implementation and Impact Assessment
Presidential Address	Prof. (Dr.) P. G Sankaran Honorable Vice Chancellor, CUSAT
Inaugural Address: & Platform launch: Village Zone	Shri. P. Rajeev Honorable Minister of Industries, Coir & Law
Product Launch 1: VC Lena's	Prof. (Dr.) P. G Sankaran Honorable Vice Chancellor, CUSAT
Honoring Shri P. Rajeev for securing Rs. 1 Crore budget allocation for SMS	Prof. (Dr.) P. G Sankaran Honorable Vice Chancellor, CUSAT
Product Launch 2: Farmyo	Mr. Najeeb P.A., General Manager, District Industries Centre, Ernakulam
Product Launch 3: Gramika	Mr. Ajeesh Balu NABARD, District Development Officer, NABARD
Product Launch 4: Parister	Dr. Sasi Gopalan Syndicate Member & Head, Department of Mathematics, CUSAT
Product Launch 5: Millet Marvels	Prof. (Dr.) N Manoj Controller of Examinations, CUSAT, Co-ordinator, RUSA & Faculty in Charge, CUSATECH Foundation
Product Launch 6: Eatey	Prof. (Dr.) Sam Thomas IQAC Director & Dean of Social Sciences, CUSAT
Product Launch 7: Bitas Spices	Prof. (Dr.) Jagathy Raj V P Former Director, School of Management Studies, CUSAT
Vote of Thanks:	Dr. Anesh V Pillai, Assistant Professor, School of Legal Studies, CUSAT Co-PI, RUSA T5J Project

REPORT OF INAUGURAL SESSION



The ceremony began with Shri. P. Rajeeve, the Honourable Minister of Industries, Coir & Law, cutting the ribbon. Professor Dr. P. G Sankaran, the Honourable Vice Chancellor of CUSAT, and other distinguished personalities also attended the event.



Dr. Sangeetha K Prathap, Associate Professor at the School of Management Studies, CUSAT and Principal Investigator of the RUSA T5J Project, introduced the project in the presence of Shri. P. Rajeeve, the Honourable Minister of Industries, Coir & Law, and Professor (Dr.) P. G Sankaran, the Honourable Vice Chancellor of CUSAT, alongside other distinguished personalities.



Shri. P. Rajeeve, the Honourable Minister of Industries, Coir & Law, launched the Village Zone mobile application platform, focusing on expanding market outreach and providing digital marketing assistance to women entrepreneurs. His presence was alongside Professor (Dr.) P. G Sankaran, the Honourable Vice Chancellor of CUSAT, alongside other distinguished personalities.



Shri. P. Rajeeve, the Honourable Minister of Industries, Coir & Law, interacting with women entrepreneurs participating in the exhibition.



The product Lena's by Lakshmi Lakshmanam, developed under the training of the RUSA 2.0 major project T5J, titled “Capacity Building of Women Through Entrepreneurship Development Programmes: Design, Implementation and Impact Assessment,” was launched by Prof. (Dr.) P. G Sankaran, Honourable Vice Chancellor of CUSAT.



Our esteemed guests visiting the “Uyare” Exhibition hosted for women entrepreneurs, purchasing products from the stalls.

Exhibitors of UYARE**Day 1**

SL NO:	Name of Entrepreneur	Name of Enterprise
1	Raji P	Village zone
2	Rajani K	Gramika Products, Nilambur
3	Savitha V.P	Desom Agro Foods, Aluva
4	Zuhara K	Parister Palakkad
5	Aziya Azeem	Farmiyo Palakkad
6	Lakshmi Lakshmanan	Lena's Thrissur
7	Silvi Tom	Millet Marvels, Thodupuzha
8	Deepthi Mathews	Ausome Bites
9	Beena Tomy	Bitu Natural Spices, Ernakulam
10	Shoby Saji	Cio Puthur, Thrissur
11	Manikutty	Divine Buds, Kodungallur
12	Umeera Kunhi Mohamed	Hebs Punnayur
13	Lincy Mary Thomas	3D Bakes Piravom
14	Sujatha Baburaj	Sujatha's Calicut
15	J.S Gloriyaa	God's Own Country Ernakulam
16	Saina M A	Saina's Food Packs, Ernakulam
17	Lincy Jhon	Lincy foods, Kalamassery
18	K V Vijayakumari	Anugraha Foods Varapuzha
19	Jasmin Sabir	Achus Bakes, Choornikkara
20	Amrutha Raghavan	Lavn's Food Products, Vengola
21	Fathima S Yoosaf	Secret Recipes Choornikkara
22	Augara A	Haji's World Kalamassery
23	Raji Shanoj	A3 Creation Kasargod
24	Koram Padam Service Co-operative Bank, Ernakulam	Gramika, Koram Padam Service Co-operative Bank,
25	Seenath Nazeer	Urban Tasty Kalamassery
26	Laiza Paul Dominic	LPD Naturals, ALuva

Day 2

SL NO:	Name of Entrepreneur	Name of Enterprise
1.	Raji P	Village zone
2.	Rajani K	Gramika Products, Nilambur
3.	Savitha V.P	Desom Agro Foods, Aluva
4.	Zuhara K	Parister Palakkad
5.	Aziya Azeem	Farmiyo Palakkad
6.	Silvi Tom	Millet Marvels, Thodupuzha
7.	Deepthi Mathews	Ausome Bites
8.	Shoby Saji	Cio Puthur, Thrissur
9.	Manikutty	Divine Buds, Kodungallur
10.	Umeera Kunhi Mohamed	Hebs Punnayur
11.	Lincy Mary Thomas	3D Bakes Piravom
12.	Sujatha Baburaj	Sujatha's Calicut
13.	J.S Gloriyaa	God's Own Country Ernamkulam
14.	Lincy Jhon	Lincy foods, Kalamassery
15.	K V Vijayakumari	Anugraha Foods Varapuzha
16.	Jasmin Sabir	Achus Bakes, Choornikkara
17.	Amrutha Raghavan	Lavn's Food Products, Vengola
18.	Fathima S Yoosaf	Secret Recipes Choornikkara
19.	Augara A	Haji's World Kalamassery
20.	Raji Shanoj	A3 Creation Kasargod
21.	Koram Padam Service Co-operative Bank, Ernamkulam	Gramika, Koram Padam Service Co-operative Bank,
22.	Seenath Nazeer	Urban Tasty Kalamassery
23.	Laiza Paul Dominic	LPD Naturals, ALuva
24.	Ligy Paul	LP Natural, Kasargod
25.	Sarala K K	



Dr. Sasi Gopalan Syndicate Member & Head, Department of Mathematics, CUSAT Visiting woman entrepreneur Laiza Paul Dominic's, LPD Naturals Stall



Woman entrepreneur showcasing and selling her Parister brand products, primarily pickles



Woman entrepreneur K V Vijayakumari showcasing and selling her products under the brand name Anugraha Foods Varapuzha.

PROGRAMME SCHEDULE: DAY 2: 6TH MARCH 2024
INTERNATIONAL WOMEN'S DAY COMMEMORATIVE FUNCTION &
VALEDICTORY OF UYARE: WOMEN ENTREPRENEURS EXHIBITION
Venue: Students Amenity Centre, CUSAT: Time: 2.30 PM

Welcome:	Dr. K Ajitha, Director, Women's Studies Centre
Presidential Address:	Prof. (Dr.) P.G Sankaran Honourable Vice Chancellor, CUSAT
Chief Guest: INTERNATIONAL WOMEN'S DAY 2024: THEME INVEST IN WOMEN: ACCELERATING PROGRESS	Ms. Indu Vijayan IFS, Conservator of Forests, Kerala Forests and Wildlife Department Central Region Kerala
Launch of She Innovate Forum by Ms. Indu Vijayan IFS, Conservator of Forests, Kerala Forests and Wildlife Department Central Region Kerala	About She Innovate Forum Dr. Sangeetha K Prathap Associate Professor, School of Management Studies PI, T5J Project & Advisor, Women's Studies Centre, CUSAT
Felicitation for Award Winners (Women Entrepreneur Award Winner)	Prof. (Dr.) P.G Sankaran Honourable Vice Chancellor, CUSAT
Award winner speech	Mrs. Shyji Ashly Women Entrepreneur of the Year
Felicitation:	Dr. V. Meera, Registrar, CUSAT
Felicitation: Shri. Babu John Malayil Head, CSR, Muthoot Finance Ltd	Muthoot Fellowship Distribution for Female Students Registrar & Shri. Babu John Malayil Head, CSR, Muthoot Finance Ltd to give away the fellowships
Felicitation	Prof. Dr. Sasi Gopalan Syndicate Member & Head, Department of Mathematics, CUSAT
Participant Feedback	T5J Project Participant
Certificate distribution for participants of the exhibition: Dignitaries	
Vote of Thanks:	Dr. Devi Soumyaja Assistant Professor, School of Management Studies Co-PI, T5J Project & Advisor, Women's Studies Centre, CUSAT

REPORT OF VALEDICTORY SESSION



Prof. (Dr.) P.G Sankaran, CUSAT's Honourable Vice Chancellor, delivered the Presidential Address



Chief Guest Ms. Indu Vijayan IFS, Conservator of Forests, Kerala Forests and Wildlife Department, Central Region Kerala, delivered a speech on "Invest in Women: Accelerating Progress" for International Women's Day 2024



Prof. (Dr.) P.G Sankaran, Honourable Vice Chancellor of CUSAT, commemorating Chief Guest Ms. Indu Vijayan IFS, Conservator of Forests, Kerala Forests and Wildlife Department, by awarding memento



Mrs. Shyji Ashly, the Women Entrepreneur Award Winner, was felicitated by Prof. (Dr.) P.G Sankaran, Honourable Vice Chancellor of CUSAT



Shri. Babu John Malayil, Head of CSR at Muthoot Finance Ltd, distributing the Muthoot Fellowships for Female Students.



Prof. (Dr.) P.G Sankaran, Honourable Vice Chancellor of CUSAT, distributing certificates to the participants of the exhibition.

