

Event Report on : Rural Entrepreneurship in U P : Nav Chetna Agri Enterprises



The poster features the BBDITM logo and text: "ENTREPRENEURSHIP DEVELOPMENT CELL IN COLLABORATION WITH INSTITUTION'S INNOVATION COUNCIL IS ORGANISING A WORKSHOP ON RURAL ENTREPRENEURSHIP IN U.P. : NAV CHETNA AGRI-ENTERPRISES". It includes a QR code, a calendar icon for "7th March 2022 11AM Onwards", and a Zoom icon. A photo of the speaker, Shri Mukesh Kumar Pandey, is shown with the text "Our Speaker". Below the photo are the names and titles of several organizers: Mr. Vinay kr Yadav (President, EDC), Dr. Apoorva Srivastava (Convener, EDC), Mr. Rudendra B. Singh (IPR Coordinator, IIC), Mr. Ashirwad Dubey (Internship coordinator, IIC), Mrs. Neha Gupta (ARIJA Coordinator, IIC), and Dr. Preeti Mishra (President, IIC). Contact information for academicmcha2021@gmail.com and social media handles for Instagram and Facebook are also provided.

1. Date and Time of the Event : 7th March 2022 , 11 AM Onwards
2. Mode : Online
3. Venue : Zoom Platform
4. Social Media Link :

<https://www.facebook.com/217714502330934/posts/1153376525431389/?sfnsn=wiwspwa>

News Paper Publication in Voice of Lucknow

https://m.facebook.com/story.php?story_fbid=1153376525431389&id=217714502330934&sfnsn=wiwspwa

5. Youtube Link :NA
6. About The speaker :

The speaker of the session was **Shri Mukesh Kumar Pandey**, who is a graduate Post Graduate Diploma in Human Rights from “Indian Institute of Human Rights” Delhi. He is Post Graduate Diploma in Management of NGOs (PGDMN) from **Entrepreneurship Development Institute of India**.

7. Expenditure : Rs 400/



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8. Objective of the Event :

- I. The objective of organizing this workshop is to understand the concept of rural entrepreneurship.
- II. This workshop aimed to make the students understand the importance of entrepreneurship.
- III. Students also get knowledge about how to become entrepreneurs in UP.
- IV. Students will be able to find out what problem one can face to become an entrepreneur.
- V. An entrepreneur uses their time, energy, and resources into creating value for others. They are rewarded for this effort monetarily and therefore both the consumer of the value created and the entrepreneur are benefitted.
- VI. Students understand the theoretical aspects like in the academic field, entrepreneurship accommodates different schools of thought. It has been studied within disciplines such as economics, sociology and economic history.

9. Outcome of the event :

Agripreneurship has the potential to generate growth, diversify income, and provide widespread employment and entrepreneurial opportunities in rural areas. Agripreneurship is greatly influenced mainly by the economic situation, education, and culture. The major opportunities are in agricultural inputs, farming processes and technology, agriculture output processing, and other agriculture allied sectors like dairy development, poultry, horticulture, sericulture, and so on.

To be successful at market-oriented farming, the farmer needs greater farm management and entrepreneurial skills. Being an entrepreneur is a way of life and a way of looking at the world. Agripreneurship plays various roles in the growth and development of the national economy through

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entrepreneurship development, which increases the income level and employment opportunities in rural as well as urban areas. It also benefits me.

10. Pics of the Event :



11. Overall Summary of the Event :

BBDITM IIC (Institute Innovation Council) organized a workshop on the topic “**Rural Entrepreneurship in U.P.: Nav Chetna Agri-Enterprises' ' on March 7, 2022, from 11:00 AM onwards.** The speaker of the session was **Shri Mukesh Kumar Pandey**, who is a graduate of the Post Graduate Diploma in Human Rights program “Indian Institute of Human Rights' ' Delhi.

He holds a Post Graduate Diploma in Management of NGOs (PGDMN) from the **Entrepreneurship Development Institute of India**. About 56 participants attended the webinar. The event was conducted in presence of the Director of the Institute, Prof. (Dr.) S.S. Chauhan. The event is coordinated under the guidance of Dr. Preeti Mishra, IIC President, Dr. Abhimanyu Kumar Yadav,

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IIC Convener, Dr. Neha Pandey, social media coordinator IIC and Prof. Rudrendra Bahadur Singh, IPR coordinator IIC and coordinated by students' coordinators Vaishali Dubey and Avinash.

Shri Mukesh Kumar Pandey guided the students through what exactly is entrepreneurship. How we become an entrepreneur, basically. What problems do we face during the procedure to become an entrepreneur. He also emphasis the need for an ecosystem and specific knowledge for a scenario based nature for rural entrepreneurship. He also explained quarterly division of business plans as well as his experience of why and how to encourage youth for rural entrepreneurship.

12. Attendance of the Event

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2. Duration of Activity(in mins):-

- 11:00 AM - Zoom meeting started by the student coordinator Ms. Vaishali Dubey
- 11:00 AM onwards – Meeting attendees enters the meeting
- 11:05 AM - Welcoming all the attendees and Introduction of the Speaker by Mr. Avinash Singh, Student coordinator, MBA
- 11:15 AM - A formal welcome speech by Dr. Preeti Mishra, IIC President
- 11:20 AM - Presentation started by the speaker, Shri Mukesh Kumar Pandey
- 12:00 PM - Presentation concluded
- 12:00 PM - Q & A session
- 12:10 PM - Appreciation speech by Asst Prof Vinay kumar Yadav, faculty co-ordinator, BBDITM
- 12:15 PM - Vote of thanks to the student coordinator Ms. Vaishali Dubey
- 12:20 PM - Formal vote of thanks by Dr. Abhimanyu Kumar Yadav, IIC Convener
- 12:25 PM - Meeting ended by the faculty coordinator.

3. **Number of Students Participants:-** 56 Participants participated from different Colleges and Universities.

4. **Number of Faculty Participants:-**

- I. Dr. Preeti Mishra (President, IIC)
- II. Dr. Abhimanyu Kumar Yadav (Convener, IIC)
- III. Mrs. Neha Gupta (ARIIA Coordinator, IIC)
- IV. Mr. Ashirvad Dubey (Internship Coordinator, IIC)

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V. Mr. Shivam Dixit(NISP Coordinator, IIC)

VI. Mr. Rudrendra(IPR Coordinator, IIC)

5. Proposed Name of Faculty Coordinators :- Mr. Vinay Kumar Yadav (President, EDC)

I. Dr. Preeti Mishra (President, IIC)

II. Dr. Abhimanyu Kumar Yadav (Convener, IIC)

III. Mrs. Neha Gupta(ARIIA Coordinator, IIC)

IV. Mr. Ashirvad Dubey(Internship Coordinator, IIC)

V. Mr. Shivam Dixit(NISP Coordinator, IIC)

VI. Mr. Rudrendra(IPR Coordinator, IIC)

6. Feedback of the Event:-

<https://docs.google.com/forms/d/e/1FAIpQLSezaQbZNRhxRuI944-AVTNF6tXND1mpUQ4eGk4ahushmVJGCw/viewform>

Please enter your gender
27 responses



Category
27 responses



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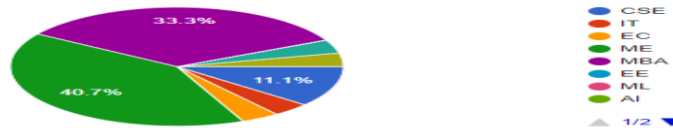
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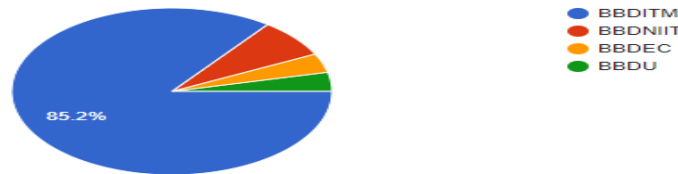
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Department
27 responses



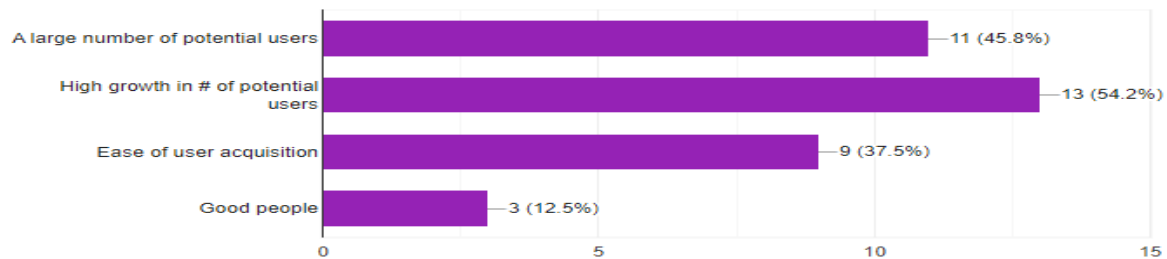
Institute/College/University
27 responses



One of the core skills to developing product-market fit.
25 responses



What makes a 'good market'? (More than 1 correct)
24 responses



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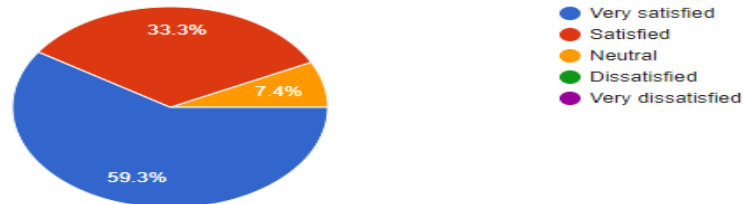


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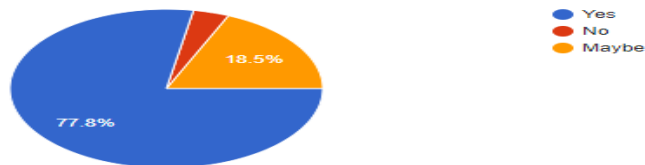
What is your level of satisfaction for the workshop ?

27 responses



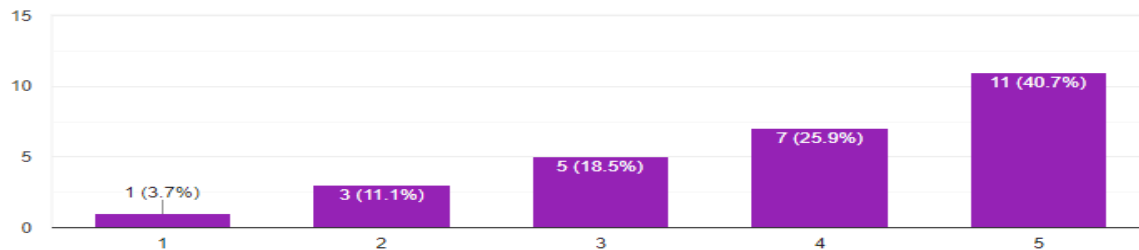
Would you recommend a similar event to a friend ?

27 responses



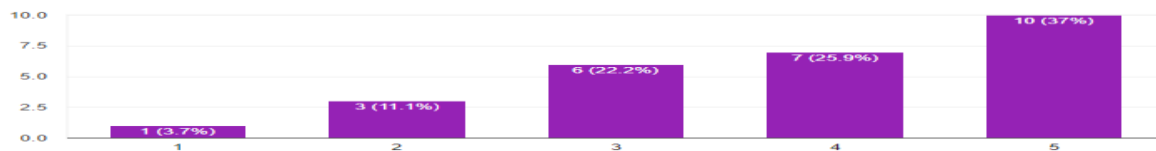
How valuable was the session for you ?

27 responses



How would you rate the content of the workshop ?

27 responses



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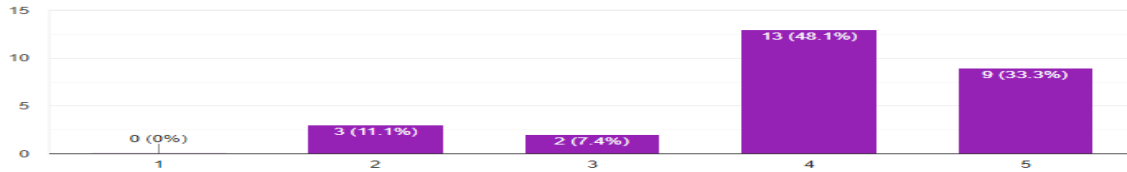
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Please rate the knowledge of the resource person ?

27 responses



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