

**GITAM university provide assistance in the local community supporting the start-up of financially and socially sustainable businesses through relevant education or resources like mentorship programmes, training workshops, access to university facilities**

## **Tribal Women Empowerment through Entrepreneurship.**

GITAM School of Business organised a Project “Tribal Women Empowerment through Entrepreneurship.” empower tribal women by creating awareness of health and entrepreneurship as an approach to support and make them economically and socially viable. The project focused on a) female literacy issues, b) nutritional status and mothers' health, and c) competency building in selling tribal produce, d) paper plate manufacturing training. The initiative introduced participants to low-capital, sustainable business opportunities that can be operated at the community level, thus fostering micro-entrepreneurship and livelihood generation. The project has contributed to SDGs 3 and 8.



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## *Entrepreneurship training programme conducted*

- Tribal women get equipped with skills to enhance their livelihood.
- Training will be given to the women in batches by the faculty.
- The platform aimed at bringing a positive change among participants.

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IN a step to empower tribal women with skills and education, an entrepreneurship training programme was launched by GITAM School of Business (GSB). Aimed at equipping tribal women belonging to Alluri Sitharama Raju district, the programme includes a comprehensive training in making leaf plates for the tribal women belonging to the region.

As part of the endeavour, the training took place at Araku Valley wherein the GSB faculty members Prof.



As part of the GSB's training session, some of the tribal women try their hands at making leaf plates with the support of the machine.

Sheela, Dr. Krishna Kumari, and Dr. Srilalitha Sagi guided and extended support to

the women in acquiring the skill. The platform was created to equip women

with entrepreneurial skills, enable them to generate sustainable income and

enhance their livelihoods.

Furthering its support, the GSB team donated a leaf plate making machine to the women's groups belonging to Hattaguda, Turaguda, Karaiguda and Chinnalevidu areas. This machine will help in increasing the production capacity and facilitate an opportunity to explore entrepreneurial opportunities.

Demonstrating its commitment to community welfare, Toyotsu Race Earth Private Limited came forward to fund for the machine, the company's associate vice president Muralidhar Mahadev Rao informed, appreciating the efforts of the GSB for taking up the initiative and bringing about a positive change in the lives of the tribal women.

This initiative is part of the GSB's continuous efforts to promote social responsibility, education, and entrepreneurship among economically weaker sections.

## One-day workshop to mentor tribal women entrepreneurs

At GITAM School of Business, education for social relevance remains at the heart of our mission. In collaboration with the Centre for Humanitarian Assistance (CEFHA) and the [SIDBI\(Small Industries Development Bank of India\)](#), we recently organized a one-day workshop to mentor tribal women entrepreneurs from Lambasingi, Kotauratla, Koyyuru, and Chintapalli. Forty tribal women supported by CEFHA and SIDBI actively participated in engaging sessions, including a baseline survey, group activities, and an interactive session where they shared their entrepreneurial journey, challenges, and future growth plans. Our faculty from the Entrepreneurship Department and a coach from the [hashtag#VentureDevelopmentCentre](#) led the event. This initiative aligns with GSB's commitment to sustainable and inclusive societal impact through academic and research expertise. We aim to continue uplifting tribal communities by bridging the gap between theory and practice. Special thanks to CEFHA founder Mrs. [Sasiprabha Stanley](#) for her invaluable support in making this event a success.



[https://www.linkedin.com/posts/gitam-deemed-university\\_venturedevelopmentcentre-socialimpact-activity-7243840969123504128-K7Jz/](https://www.linkedin.com/posts/gitam-deemed-university_venturedevelopmentcentre-socialimpact-activity-7243840969123504128-K7Jz/)

## Tribal women to get trained in multiple skills



The Department of Science and Technology (DST), Government of India, has granted a project worth Rs. 72.7 lakhs to Dr. [Sowmya Injeti](#), Assistant Professor at the School of Technology & Dr. [Swathi Chikkala](#), Assistant Professor in the Department of English. Their project, titled "Tribal Women Empowerment" focuses on creating livelihood opportunities in tribal hamlets of V. Madugula Mandal, Anakapalli District, Andhra Pradesh.

[https://www.linkedin.com/posts/gitam-deemed-university\\_dstgrant-womenempowerment-livelihoodopportunities-activity-7111214341374300160-4Pif/](https://www.linkedin.com/posts/gitam-deemed-university_dstgrant-womenempowerment-livelihoodopportunities-activity-7111214341374300160-4Pif/)

Headed by GITAM EECE Department Assistant Professor and principal investigator Sowmya Injeti, the Department of Science and Technology's project, taken up in collaboration with Arohan Tribal Society, aims at training tribal women in banana fibre waste extraction process and promotion of liquid bio-fertilisers, among others. Launching the project in the presence of Madugula MLA Bandaru Satyanarayana Murthy, the project principal investigator briefed that as part of the Technological Interventions for Tribal Empowerment, her team will train the tribal women which aids in turning agricultural waste into valuable resources, encouraging eco-friendly practices and enhancing livelihoods.

In line with it, foundation stone for two skill development centres at Kamkutam and Lovakothapalli at the mandal were laid. The facilities will aid in providing training to tribals in four villages, including Lovakothapalli, Lovakrishnapuram, Kamakutam and Gopulapalem.

<https://www.thehansindia.com/andhra-pradesh/tribal-women-to-get-trained-in-multiple-skills-929332>



## **Tribal Welfare Grant: GITAM Receives 3.65 Cr from DST to Set Up Sci-Tech Hubs in Andhra Pradesh**

GITAM (Deemed to be University) is pioneering a transformative approach to uplift the socio-economic conditions of the local Scheduled Tribe (ST) population in select villages of Andhra Pradesh. By establishing four (04) Science Technology and Innovation Hubs (GITAM STI Hubs), this prestigious educational institution is blending academic research and community service to create a platform that nurtures entrepreneurship and empowers the tribal youth, ultimately leading to a remarkable improvement in their overall lifestyle.

*GITAM STI wins Rs 3.65 cr grant for Tribal development plan in Andhra Pradesh's Alluri Sitarama Raju District*

*Four business units to be set up, each of which will initiate economic enterprises such as Niger Seed Oil Mill Units, Honey Processing Units, Solar Based Cold Storage Units, and Vegetable Processing Units*

The overall goal of the STI Hub is to improve the livelihood of small and marginalised tribal communities and help with skill development through the formation of 2 FPOs (Farmer Producer Organisation) and 20 SHGs (Self Help Group) reaching out to 1000 beneficiaries. It also aims at creating value chains through Science and Technology Interventions and the develop social enterprises. The activity will help improve the physical and human capitals of selected beneficiaries as well as lead to improvement in the health and nutritional status of the tribals.

<https://www.fmlive.in/tribal-welfare-grant-gitam-receives-3-65-cr-from-dst-to-set-up-sci-tech-hubs-in-andhra-pradesh/>