

PRESS NOTE

Amaravati, May 07, 2025

SRM AP Launches Phase-II of Women Entrepreneurship at Mori Village

The second phase of SRMAP's Rural Women Entrepreneurship Initiative 'ADITRI' was rolled out at Mori village near Sakhinetiipalli through a Machinery Distribution and Technical Know-How Transfer Ceremony. The Ceremony was attended by prominent members of the society including Amalapuram MP Ganti Harish Madhur and Razole MLA Deva Varaprasad. The first phase of the ceremony was launched in the presence of Guntur MP, Dr Chandra Shekhar Pemmasani at SRM AP campus. The ceremony witnessed the launch of over 100 rural women-led start-ups.

MP Ganti Harish Madhur, in his address, expressed his appreciation towards the varsity's initiative of enabling financial independence among rural women. He remarked that the distribution of various types of machinery worth ₹ 68 lakh to empower rural women is truly commendable. Addressing the women, he stated, "Do not let hardships weigh you down. Instead, rise up with courage and pursue financial independence." The MP also assured that the necessary CSR funds would be mobilised by the government to extend such an initiative to the entire district of Ambedkar Konaseema.

Razole MLA, Deva Varaprasad, congratulated the University on improving women's lives and livelihood and promised to offer his support towards entrepreneurship training programs for women. Dr Ch Satish Kumar, Pro-Vice Chancellor, SRM University AP, Amaravati, stated that the varsity is not limited to teaching but also undertakes several initiatives to promote community engagement and social entrepreneurship among its student body.

Prof. Sidharth Tripathy, Director-Entrepreneurship & Innovation of SRM University AP, during his inaugural address lauded the spirit of the rural women micro-entrepreneurs and specifically the support provided by the offices of Razole MLA and MP of Konaseema. The Machinery for the start-ups for rural women were distributed among 33 women entrepreneurs by the Honourable Member of Parliament and the Member of the Legislative Assembly. The entire cohort of women micro-entrepreneurs also expressed their gratitude to the committed and diligent team of ADITRI at SRM University AP, Amaravati.