

PRESS NOTE

Amaravati, May 03, 2025

SRM AP Catalyses the Launch of 100 Women-Led Startups at ADITRI

ADITRI, the flagship event by the Directorate of Entrepreneurship and Innovation, witnessed the launch of 100 women-led startups today. The momentous launch and machinery distribution & technical know-how transfer ceremony was inaugurated by Dr Chandra Shekhar Pemmasani, the Minister of State for Rural Development & Communications, Government of India.

The Ceremony, a culmination of the year-long endeavor, was aimed at empowering rural women and enabling them to become micro-entrepreneurs. Dr Pemmasani handed over machinery and certificates to the women entrepreneurs and stated, "Everyone wishes to be an entrepreneur, but it takes perseverance, courage, and sacrifice to actually pursue that path, the women here have shown that with passion and initiative, anything is possible."

Dr Pemmasani lauded the contribution of SRM AP University, the grassroot level efforts of its Centre for Social Entrepreneurship on achieving this huge social change milestone. He also enumerated the myriad schemes such as MUDRA, Lakhpati Didi, Start-Up India, and Stand-Up India, as well as the digital platforms such as Facebook, Youtube, WhatsApp, and so on, using which entrepreneurs can learn and grow. He also added that "Women today can access knowledge on packaging, selling, and pricing right from their phones." He stated that self-help groups (SHGs) offer both community support and a path to income.

The event saw the participation of 1,500+ individuals alongside Dr Chandra Shekhar Pemmasani; SRM AP's Vice Chancellor, Prof. Manoj K Arora; Pro-Vice Chancellor, Prof. Ch Sathish Kumar; Registrar, Dr R Premkumar, Deans, Directors, and Members of the Faculty, Staff, and Students.

ADITRI, the Rural Women Micro-entrepreneurship initiative of SRM AP, is committed to empowering rural women, enabling them to be self-reliant, and improving their livelihood access. This mission also addresses critical gaps such as the lack of market access and resource acquisition.

Prof. Sidharth Shankar Tripathy, Director of Entrepreneurship and Innovation, SRM University AP, remarked in his address that, "The vision of youth and the spirit of entrepreneurship have the power to change the world. ADITRI serves as a testament to the growing appreciation of how the rest of the nation views this model."

As part of their efforts to launch the women-led business, the Centre for Social Entrepreneurship at the varsity offered bootcamps, 8+ training sessions, 7 briefing sessions across 200 + villages. The event also witnessed live interaction with rural women entrepreneurs through their product showcase and stalls. Events such as these boost not only the socio-economic landscape of a country but also bolster their skill and foster cultural preservation.