

## **PRESS NOTE**

**Amaravati, May 01, 2025**

### **SRM AP to Celebrate Rural Women Entrepreneurs**

SRM University-AP is all set to celebrate the pioneering Rural Entrepreneurship initiative, ADITRI, on May 03, 2025. ADITRI, which stands for Advancing Development and Transformation in Rural India, is a CSR project patroned by the varsity and is dedicated to supporting and empowering rural women micro-entrepreneurs. This event is the summit of a yearlong endeavour by the Centre for Social Entrepreneurship of SRMAP, that engaged and inspired 2,500+ rural women across six mandals in Andhra Pradesh.

Dr Chandra Shekhar Pemmasani, Minister of State for Rural Development & Communications, Govt. of India, will inaugurate the event and hand over the machinery and certificates to the women entrepreneurs. SRM AP is aiming to address multiple challenges through ADITRI via skill-building and cultural preservation, addressing critical gaps in resources, mentorship, and market access.

The occasion will not only witness the launch of the newly built rural women ventures but will also showcase their products through several live stalls. To launch these ventures, SRM University-AP has utilized about rupees two crores over the last year that includes machinery, boot camps, mentoring, licensing, digital marketing, technical know-how transfer and other entrepreneurial support services.

SRM AP's grassroot initiatives such as ADITRI are crucial in fostering entrepreneurship and contributing to the socio-economic development, going vocal for local and raising sustainable ventures that will further contribute to the nation's economy and development.