

## CAMPUS SELF-GROUPS AND WOMEN ENTREPRENEURS' OUTLET AND WOMEN ENTREPRENEURS' CELL INAUGURATED AT KRISTU JAYANTI COLLEGE UNDER THE PRIME MINISTER'S VISION OF VIKSIT BHARAT 2047

Kristu Jayanti College Autonomous successfully launched the Kristu Jayanti Women Entrepreneurs' Cell under the banner of Kristu Jayanti Sarva Vikas—a vision of inclusive growth through the One District One Product (ODOP) scheme of the Make in India initiative. Smt K Ratna Prabha IAS (Retd), Former Chief Secretary, Government of Karnataka, and President of UBUNTU, inaugurated the event. The event, based on the theme Viksit Bharat @2047, was organised in collaboration with UBUNTU – Consortium of Women Entrepreneurs Association.

Smt K Ratna Prabha commended the initiative as one of the most unique she has encountered across top institutions. She remarked, "It is not gender that defines success, but the passion, vision, and dedication to pursue one's goals. Women supporting women, fostering women-centric policies, and encouraging young women entrepreneurs is key to building a stronger community."

Fr Dr Augustine George, Principal of Kristu Jayanti College, in his presidential address reflected on the enduring legacy of Saint Elias Kuriakose Chavara, founder of the CMI Congregation, and said, "We are proud to carry forward the legacy of Saint Elias Kuriakose Chavara, who devoted his life to empowering women by establishing schools and opportunities for their education. At Kristu Jayanti College, we remain committed to upholding the values of inclusivity and equity, which are essential in an educational environment." He added, "We aim to support the less privileged and help build a better, more progressive society."

Smt K Ratna Prabha also inaugurated Campus Self-Groups and a Women Entrepreneurs' Outlet, wherein more than 50 self-groups, women entrepreneurs, and farmers set up their outlets on the campus to connect directly with students and staff. The inauguration also saw the launch of two major initiatives that marked a significant step towards empowering both women entrepreneurs and campus farmers. The first was a Campus Market App (CMA), a platform developed by an undergraduate student of Kristu Jayanti College to facilitate communication between campus farmers and consumers, streamlining the sale of fresh produce. The second was the launch of Appachi Pvt Ltd, a company founded by a girl student of Kristu Jayanti College, and her product 'chukku brew', which showcases the entrepreneurial spirit nurtured by the institution.

