

Mgmt students try to offer solution to artisans' woes

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The students of IITM-IFM initiated a nationwide financial inclusion campaign by conducting awareness programme titled 'Empowerment of Artisans & Village Entrepreneurs'. Prior to this programme they had a week long interaction with the participating artisans and social entrepreneurs at Shravan Mela.

The objective of this initiative was to empower the artisans and village entrepreneurs with the requisite skill sets like marketing, production, designing etc. Stated to be first B-school in the city to have taken up such an initiative the purpose was to develop among artisans and village entrepreneurs' creativity and spirit of entrepreneurship. The programme was attended by Dr KS Murthy, (director, IITM-IFM), Dr M Prasada Rao (registrar, IITM Business School), Prof JA Bhavsar (CIO, IITM Group of Institutions) and Dr Latha Chari (Prof-Finance, IITM-IFM).

"The event is an on-going programme and more such are expected as the main objective is to help the artisans and to bridge the gap between the government agencies so that they can be facilitated in the utmost way possible. Students benefited from this programme



HANDY TIPS

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as they got real time exposure of identifying the gaps faced by artisans at different levels pertaining to securing government sponsored schemes and facilities," said Prof Nandkishore Patil, coordinator of the event.

After their week long interactions the students held presentations in regional language to highlight problem faced the artisans. "Besides procuring loans these artisans faced problems with marketing and designing the products, quality of the finished products, finan-

cial literacy etc. Students attempted to provide probable solution to these issues. The artisans were given an insight into the varying schemes government has introduced," said Prof Sharad Kumar Jha, one of the faculty.

The presentation stressed that artisans should form Self Help Groups (SHGs), cooperatives and work with NGOs for availing the benefits of the various schemes of the agencies like Nabard, KVIC, and DC Handicraft. k_sameera@dnaindia.net