



Report on Entrepreneurship Cell Aryabhata and Swan Livelihood Collaboration

Chief Patron: Prof . Manoj Sinha

Founder, Swan Livelihood: Ms. Meghna Joshi

Convenor: Dr Monica Aggarwal

Coordinator: Dr Shivani Raheja

Project Head: Hemaanya Arora

Participants: 26 college students

Beneficiaries: 60+ rural women micro-entrepreneurs



1.Introduction

In May - June 2024, ECell Aryabhata collaborated with Swan Livelihood, a social enterprise working to empower rural women, to deliver an impactful online learning experience. This

collaboration aimed to enhance the business and marketing skills of 60+ rural women micro-entrepreneurs, teaching them how to market their products effectively and adapt to the preferences of the Gen Z market.

2. Project Objective

The primary objective of the project was to equip the rural women with necessary tools and strategies to promote and market their products better. This included:

- Understanding modern marketing techniques.
- Making products more relevant to Gen Z consumers.
- Improving digital literacy and social media marketing.

3. Project Design

The collaboration was entirely online, offering flexibility to both the participants and students involved. The program was designed as a series of interactive sessions focusing on:

- Product branding and packaging.
- Social media presence and content creation.
- Digital platforms for sales and promotions.
- Strategies for customer engagement and retention.

The 26 college students involved from ECell Aryabhata were responsible for:

- Conducting research on market trends.
- Providing one-on-one mentorship to the rural entrepreneurs.



4. Role of ECell Aryabhata

ECell Aryabhata, under my leadership as Project Head, played a pivotal role in facilitating the partnership. The tasks undertaken by the cell included:

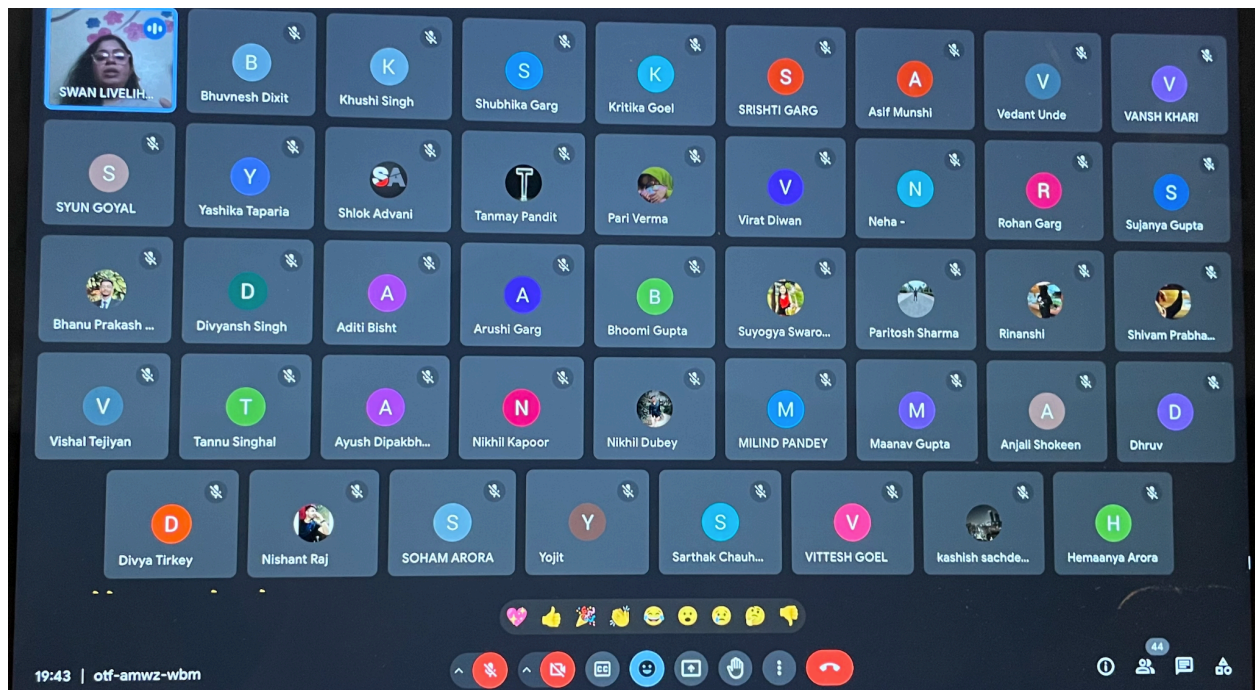
- Signing the Memorandum of Understanding (MoU) with Swan Livelihood.
- Organizing the recruitment of 26 college students for the project.
- Planning the project timeline and curriculum.
- Conducting workshops and feedback sessions for continuous improvement.

5. Role of Swan Livelihood

Swan Livelihood mobilized the group of rural micro-entrepreneurs and facilitated their participation in the training program. They also provided key insights into the challenges faced by these entrepreneurs, enabling the program to address their specific needs.

6. Key Outcomes

- Skill Development: The 60+ women were trained in product marketing, branding, and digital sales, enabling them to grow their micro-enterprises.
- Gen Z Appeal: The project helped the women redesign their products and marketing strategies to appeal to the Gen Z demographic, increasing their market reach.
- Hands-on Learning: The 26 student volunteers gained valuable experience in managing social projects, collaboration, and teaching, earning them social internship certificates.



7. Impact

The collaboration proved to be a meaningful experience for both the rural entrepreneurs and the student participants. It fostered social learning and mutual growth. The women reported

improved understanding of market strategies and greater confidence in promoting their products online, while the students developed leadership, communication, and mentorship skills.

8. Conclusion

The collaboration between ECell Aryabhata and Swan Livelihood was a significant step in bridging the gap between urban and rural economies. By leveraging modern marketing tools, the rural micro-entrepreneurs are now better equipped to expand their businesses. Additionally, the project has successfully provided the student participants with hands-on experience in social entrepreneurship and leadership.



The list of student volunteers-

1. Anjali
2. Arushi Garg
3. Bhavya Garg
4. Bhoomi Gupta
5. Dhruv Sharma
6. Divyansh Singh
7. Hemaanya Arora
8. Kashish Sachdeva
9. Nikhil Dubey
10. Nikhil Kapoor
11. Nishant Raj
12. Palak Solanki
13. Rinanshi
14. Sarthak Chauhan
15. Shlok
16. Shubhika Garg
17. Soham
18. Srishti
19. Sujanya Gupta
20. Suyogya Swaroop
21. Tanmay
22. Tannu
23. Utkansha Gaur
24. Virat
25. Vishal Tejiyan
26. Yashika Taparia

Each student was awarded with an e-certificate of appreciation.



CERTIFICATE OF APPRECIATION



PROUDLY PRESENTED TO

Hemaanya Arora

For successfully being a part of the internship programme on '**Mera Business**' to provide handholding support to the micro-women entrepreneurs from **May, 2024 - June 2024.**

Livelihood

FOUNDER, SWAN LIVELIHOOD

www.swanlivelihood.Co.in