

Industry 4.0 - "Era Opportunities for Women" and "Prospects of Entrepreneurship"

Speaker – Ms. Rama Devi, ALEAP

Another feather in the cap, when Anurag Group of Institutions agreed to have a *Memorandum of Understanding* with ALEAP under the skillful guidance from Mrs. Rama Devi - Founder and President, Association of Lady Entrepreneurs of India (ALEAP) on the 21st of September 2019.

Industry 4.0 - "Era Opportunities for Women" and Prospects of Entrepreneurship were her topics wherein she not only brought awareness about entrepreneurship among women but also urged girls to pursue their dreams of being a business woman.

According to Ms. Rama Devi, focus on the need to think out of box and keep themselves update about all the present scenarios under Government, is a huge contributor to expand one's horizons,. The students should take the initiative of working on innovative ideas and exploring new endeavors.

Only if one has "*four eyes,*" - two eyes for execution of daily activities, and two more to put on their "*Thinking caps*" for mind blowing ideas, can they pursue their dreams of entering into the world of entrepreneurs. She elucidated a few examples of housewives turned successful entrepreneurs with their intellectual skills, with the assistance of ALEAP.

She believes that giving employment to others will give one, immense satisfaction and is an emotion that is irreplaceable.

To understand how ideas work, she asked students to come up with ideas pertaining to:

- Innovating small bottles with a different kind of hygienic material in place of plastic bottles as per the requirement of a company.
- Having solutions for Dengue fever which is rampant in the city. She insisted that it's not only the responsibility of the Government, but the onus lies in our hands to come up with innovative ideas to control mosquitos in the city.
- To control increasing pollution in the beautiful city of Hyderabad
- An app, for the Metro commuters, that helps with the safety of the passengers during the commute will help family members to be at peace. She focused on gaining expertise on emerging technologies for an outstanding result of one's endeavors

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- She insisted that students should develop their entrepreneur skills within their own country, contributing towards the growth of the nation and its people.

The ALEAP organization is ready to fund for machinery, required material, man power requirement and other assistance for the budding Entrepreneurs.

One example of the organization's perseverance, determination and dedication can be shown through established employment in Gujularamaram in R.R District. What started as nothing, turned into a hub of employment of women in almost 170 different business sectors.

ALEAP lighted the path of being entrepreneurs in the mind of the girls in the college. What we hope, henceforth, are the budding entrepreneurs to start living their dreams and achieve immense success, both for the college and their individual self and for the country.



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