

## ADIKAVI NANNAYA UNIVERSITY

### STANDS FOR :

Established in 2006, Adikavi Nannaya University aims to cater Academic needs of the students of Godavari Districts. The University believes in holistic development of students in arenas of academics, values and social responsibilities. The University encourages creativity and social service amongst its students. The University is charting new pathways of progress under the esteemed guidance of Hon'ble Vice Chancellor, Prof. M. Jagannadha Rao. Adikavi Nannaya University prides in being the largest University of Andhra Pradesh with nearly 450 Colleges. The University is dedicated to excellence in academics and is zealous in making its students resourceful and responsible citizens of India.

### ABOUT NSS CELL, ANUR

The NSS Cell of Adikavi Nannaya University comprises of 290 Units with over 29000 volunteers offering their services across East and West Godavari Districts. The NSS Cell represented the University in the Republic Day Parade of Republic Day Celebrations, 2020. The Cell has organized many service programs, blood donation camps and trained students to participate in various activities like adventurous camps, youth festivals etc. Rehabilitation centers were formed for the corona effected people during the pandemic. The NSS Cell strives to render more community services in the future for the benefit of the poor, needy and marginalized sections of society.

### WHY RURAL ENTREPRENEURSHIP ?

As people are migrating from rural areas to urban areas due to lack of job opportunities and rural youth is unable to find any options for their growth. It is not only bad for the rural areas as the rural areas do not have any options for youth but it also put pressure on the infrastructure and amenities of the urban areas.

Rural development can be made possible through the growth of rural entrepreneurs which further would contribute in reducing levels of poverty, unemployment, etc. Rural entrepreneurship also means rural industrialisation.

### EFFECT OF GLOBALIZATION ON RURAL ENTREPRENEURSHIP: -

To establish a causal linkage between globalization, a macro concept and rural entrepreneurship, a micro concept is a form tedious task. However it is somewhat easier to identify channels through which the aspects of globalization can impact the rural industries to a extent of its welfare.

In the last three decades, across the world there have been major shifts in rural economies. Rural enterprises are important generators of employment and economic growth both locally and internationally. It is important to stress that rural entrepreneurship in its core essence does not differ from entrepreneurship in urban areas. .

### FOR MORE DETAILS CONTACT

#### convener



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## ADIKAVI NANNAYA UNIVERSITY

RAJAMAHENDRAVARAM - 533296  
ANDHRA PRADESH, INDIA

**Online Work shop**  
**On**  
**Rural Entrepreneurship**  
(For the Principals of campus and Affiliated colleges of Aknu)



**DATE :- 19-08-2020 TIME:- 10:00 AM**



(UNIVERSITY NSS in collaboration with MHRD-MGNCRE)

### CHIEF GUEST



**Prof. M. JAGANNADHA RAO**  
VICE-CHANCELLOR  
ADIKAVI NANNAYA UNIVERSITY

**Dr. W. G. Prasanna Kumar**

**Chairman, MGNCRE**

### GUEST OF HONOUR



**Prof. B GANGA RAO**  
REGISTRAR  
ADIKAVI NANNAYA UNIVERSITY

**ORGANIZED BY**

**Dr. B KEZIA RANI**  
NSS, CO-ORDINATOR  
ADIKAVI NANNAYA UNIVERSITY

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