



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

On

Session on "Women Entrepreneurship a Step towards Increasing Empowerment."

Women Cell, RDIAS

On

October 16 , 2018

The poster features the Rukmini Devi Institute of Advanced Studies logo on the top left and the RDIAS logo on the top right. The central text reads: "WOMEN CELL Organized Session on 'Women Entrepreneurship a Step towards Increasing Empowerment' in Association with SHEROES". Below the text is a grid of six photographs: top-left shows a woman in a blue saree presenting a certificate; top-middle shows a woman speaking at a podium with the RDIAS logo; top-right shows another woman speaking at a podium with the RDIAS logo; bottom-left shows an audience of women seated in a hall; bottom-middle shows a wide view of the audience; bottom-right shows a woman in a blue saree presenting a certificate to another woman.

Date: Tuesday, October 16, 2018

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FORM A

Proposal :

- **Name Of the event to be organized :** Session on "Women Entrepreneurship a Step towards Increasing Empowerment."
- **Date :** October 16 , 2018
- **Time :** 12:00 noon-1:00 pm
- **Venue :** Lecture Theatre
- **Organized By:** Women Cell, RDIAS
- **Motivation for the activity :** Women tend to have comparatively a smaller part to play in the economy than men due to the role of stereotypes, reinforced by certain social and cultural norms, which dictate certain expectations about gender. These Gender gaps incur a real cost on the society. When women do not have equal opportunities to participate in the economy, it hinders its growth as they lose out on the half of the potential pool with skills and education. Seeing the current scenario, this activity was inspired by the goal to make women define their roles in society and stand for their individual selves. Understanding the importance of providing a nurturing environment for women to recognize their strengths, Women Cell at RDIAS organized a session on Women Entrepreneurship a Step towards Increasing Empowerment in Association with SHEROES for students of MBA and BBA.

Form B

Part 1

Aim of the event :

The aim of the session was to make the female students understand the importance of their contribution to society and assist them to either enter the formal labor market or become self-employed. To encourage self-employment and enterprise creation was the motive of the session. To let them know that there is no limit to what women can achieve. By providing an opportunity for women where they learn to make life choices that go beyond gender-limiting cultural norms. The session was taken by Ms. Supriya Kohli, Head- Corporate Relations and Ms. Vertika Shukla, Program Manager, SHEROES.

Part 2

Abstract :

Ms. Supriya Kohli, Head Corporate Relations opened the forum and started the session with introducing the concept of "SHEROES". Talking about Sheroes, Ms. Supriya Kohli told that SHEROES is a women's community platform, offering support, resources, opportunities, and interactions via Sheroes.com and the SHEROES App. SHEROES - Communities for Women, is a safe and trusted space, where members discuss health, careers, relationships and share their life stories, achievements and moments. The app also offers a dedicated helpline where community members can talk to counselors on all aspects of their growth journeys. SHEROES offers its enterprise customers a range of products including Brand Solutions, SHE – prevention of sexual harassment at work platform and a Managed Remote Solutions program.

Additionally, SHEROES hosts the SHEROES Summit, a multi-city annual flagship event, and the shift Series – changing the gender narrative, alongside the community meets across geographies.

In the next five years, the SHEROES stack aims to put 100 million women on the growth roadmap. She also shared that SHEROES was awarded by the IAMAI Digital Awards in the "Social & Economic Empowerment" category in 2018.

Further Madam expressed her views on increasing need of empowering women in our society. She also interacted with the students as she asked them how many of the students want to be an entrepreneur and the reason behind it.

The session was further continued by Ms. Vertika Shukla. Madam is working with Sheroes as a Program Manager. Ms. Vertika started the talk by telling about her journey and the struggle faced by her. She shared that her project got rejected 25 times by different companies and she improved it after every rejection but it finally got selected by Microsoft. Ms. Vertika took an interactive and very engaging session with the students.

Coming to the end, students shared their views on the application and their suggestions on how they can improve it.

Part 3

Conclusion

It was a great and a very motivational session for the students .The students felt empowered after the session.They were satisfied from the insights shared by the speakers and they wish to have such kind of sessions in future. The session was systematic and well organised. The queries by the students were patiently handled by the speakers. Overall the session was very successful and received a great feedback.

SnapShot



Anchors giving brief introduction about the speaker



Chairperson, Women Cell felicitating Ms.Supriya Kohli,Head-Corporate Relations



Chairperson, Women Cell felicitating Ms.Vertika Shukla,Program Manager



Ms. Supriya Kohli, sharing her experiences about the women and the challenges they face



Interaction of students with the speaker



Token of Respect presented to Ms.Supriya Kohli



Token of Respect presented to Ms.Vertika Shukla