

## International Women's Day Celebration

### Exclusive Session on "Effective Role of Women Entrepreneur in changing times"



*MIA Hingna, GIZ with active support from MSME-DI Nagpur had organized a workshop titled 'Effective Role of Women Entrepreneur in changing times' on the occasion of 'International Women's Day' on 8<sup>th</sup> March 2020 at MSME-DI office, Nagpur.*

On the occasion of International Women's Day, an exclusive program titled "**Effective Role of Women Entrepreneur in changing times**" was held for Women Entrepreneurs of Nagpur on Sunday 8<sup>th</sup> March 2020 at MSME-DI office, Nagpur. This program was jointly organized by MSME-DI, GIZ and MIDC Industries Association (MIA) Hingna. The program was inaugurated at the hands of Mr. P.M. Parlewar, Director, MSME-DI, Nagpur.

The chief guest for the function was Dr. Priti Manmode, a renowned Ayurvedic Doctor of Nagpur and known for mentoring many women entrepreneurs of Nagpur. Expert Speaker for the occasion was Mrs. Ketki Arbat – A woman with many hats, few of which includes - Director of KRIMS Hospital, Founder of NGO PRAWAH, MANCH- Performing art platform and SELF-IE, Secretary of Gram Vikas Sanstha and a self development trainer. Dr. Ravindra Aher, GIZ Consultant -

Nagpur, Mr. Sachin Jain, Secretary of MIA, were the other dignitaries present on the dais.

**Mr. Parlewar**, in his welcome address emphasized on the role of women in building economy. He further elaborated that MSME has special schemes for women entrepreneurs and in brief explained the schemes for their knowledge and awareness. He also appealed to the participants to take maximum advantages of the special schemes and assured to lend a helping hand on behalf of MSME in building their own enterprises in the areas of their expertise. He also guided them to tackle the current situation by taking the problems as challenges in these turbulent times. Women being naturally good in multi tasking, he shared that women can take risks and convert it in to opportunities by becoming job creator rather than being job seekers.

**Dr. Preeti Manmode**, in her motivating address on this occasion, said that this is the right time that women should come forward in entrepreneurship because women have good managerial skills, they are stronger than men and have greater risk taking ability. All these qualities are needed to become a successful entrepreneur. She stressed that it is the responsibility of the society as a whole to encourage women to become self sufficient by becoming financially independent. Dr. Manmode also requested for exclusive continuous workshops for women entrepreneurs in the field of Management with the help of MSME & GIZ and volunteered her services for mobilization support to facilitate the presence of women for these proposed programs to be held at MSME DI or MIA conference halls.

**Mr. Sachin Jain**, secretary of MIDC Industries Association (MIA) also stressed the need of financial independence by further bringing in the required interventions in technology and management. He also on behalf of MIA assured full support in the empowerment of women entrepreneurs by arranging exclusive visits to industries in the MIDC Hingna area for knowledge gaining and identifying the needs of these industries for exploring new areas of opportunities.

**Dr. Ravindra Aher**, also spoke and explained the MSME INNO Project about the role of GIZ in entrepreneurship development and building eco system under this project. In response to their request for focused value driven workshops, he proposed to identifying their training needs and suitably conducting these half a day programs on management development with the support of MSME DI & MIA, in the times to come.

He also motivated the women participants and emphasized on women empowerment on how to increase the percentage of women in MSME sector, further stating that the real tribute to women will be achieved when women will become educated and financially independent.

**Ms. Ketki Arbat** motivated the women participants through her power point presentation. She said that women should be ready and prepared for hard work as there is no shortcut to success. She said in the field of entrepreneurship more emphasis should be given on quality of the product.

Apart from these in depth session on skills and qualities, it was also decided to have focused workshops in times to come for upgrading 21st century skill sets for these women entrepreneurs.

The program was followed by interactive question and answer session, wherein both the guests answered their queries and shared the challenges faced by them related to day to day operations. The entire program was coordinated by Mr. Rahul Mishra, Asst. Director, MSME DI. The program ended with the felicitation program.