

MARATHWADA MITRA MANDAL'S INSTITUTE OF MANAGEMENT EDUCATION RESEARCH & TRAINING

(Affiliated to University of Pune and Recognized by AICTE, New Delhi)

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Shakti-Women Empowerment through Entrepreneurship



The Women Cell of MM's IMERT organized a programme-'Shakti:Women Empowerment through Entrepreneurship' on 28th January 2017 at MCCIA Sumant Moolgaonkar Auditorium, Off Senapati Bapat Road, Pune from 2.30 to 5.30 p.m.

The entire programme progressed through a panel discussion .Ten leading Women Entrepreneurs participated in the panel discussion which revolved around these two themes:

- i) Inheritance and Succeeding as Women Entrepreneurs.
- ii) The Women Entrepreneurship Ecosystem.

Ms.Seema Desai (Co-Founder & Managing Director, Bitwise Solutions Pvt. Ltd., Pune) was the Chief Guest for the programme. It was extremely interesting to listen to the Bitwise story unfold before the audience-how it all started by four friends on campus and how they led their business

to achieve this scale today. She also emphasized that it all begins by ‘dreaming big’ and urged the students to think about ‘what’ and ‘how’ they should do to translate their aspirations to become an entrepreneur.

The other members on the panel were:

- i) Ms. Roheena Nagpal, (Director, Atelier Homes)
- ii) Ms. Shilpa Joshi (Promotor & Technical Director, Green Build Products(I) Ltd.)
- iii) Ms. Rujuta Jagtap (Executive Director, Saj Test Plant Pvt.Ltd., & Hon.Secy, MCCA)
- iv) Ms. Manasi Bidkar (Director, Melux Control Gears Pvt.Ltd.)
- v) Ms. Veena Gokhale (Director, Girisagar Tours Pvt.Ltd.)
- vi) Ms. Radhika Madgulkar (Managing Director, Electronica Automations Pvt.Ltd.)
- vii) Ms. Deepa Chande (Director, Jai Jalaram Food Products)
- viii) Ms. Minal Joshi (Director, Uzazi Fashion Pvt.Ltd.)
- ix) Ms. Manjiri Joshi (Director, UKAAT Consultancy & Services Pvt. Ltd.)
- x) Ms. Zalam Chaubal, Director, Kesari Tours & Travels.

It was a highly interactive and inspiring session where all these women entrepreneurs not only talked about their journey but also what made them sustain and succeed. A few of them owed it to the tremendous hard work they put in and also to the continuous desire to learn and bring changes in their products to suit their customers, to work smarter, to have the ‘go-getter’ attitude while some of them attributed to ‘keeping their commitment’ at any cost.

A part of the discussion also included how difficult or easy it is to be a second generation entrepreneur. A few second generation entrepreneurs expressed that it was a challenge to take over from the predecessors as there were certain expectations within and outside the organization. While some felt that one gets a different perspective while working with the first generation entrepreneurs. In addition, it was also pointed out that if one has to begin his or her journey as an entrepreneur, one should try at an early age and at any stage be prepared to face the risks and challenges associated with it.

The programme was attended by girl students from Marathwada Mitra Mandal Group of institutions viz., Management, Architecture, Interior Design, Law, Pharmacy and Engineering. Over 150 girl students and faculties from MM’s group and other management institutes in and around Pune attended this highly interesting programme.
