



INTERNATIONAL WOMEN'S DAY WORK SHOP ON WOMEN ENTREPRENEURSHIP

Date : 08-03-2023 | Time : 10.00am to 12.00noon

Chief Guest

Dr. T. VASUDHA

Chair Person, CII-IWN, A.P

Guest of Honour

Ms Poonam Shah

Founder Teeny Boopers

Objective:- The main objective of this programme is to create a strong eco system that Nurture and Protect innovations in India. It is a supportive programme of **"Atma Nirbhar Bharath"** which provides Entrepreneurs skill development in women.



**INTERNATIONAL WOMEN'S DAY
WORK SHOP ON WOMEN ENTREPRENEURSHIP**

• Inviting the Guests

Mrs .Shakuntala

President, Sri Pooja educational society

• Chief Guest

Dr. T Vasudha Chair person , CII, IWN, AP

• Guest of Honour

Mrs. Poonam Shah, Founder, Teeny Boopers

• **Smt G. Vijaya Lakshmi**, Correspondent

• **Dr. S. Chandra Maha Lakshmi** , Principal

• **Mrs. P. Krishna Kumari**, Director

- Introduction of Programme by Principal.
- Chief Guest briefing on Recent Trends, Strengths, Opportunities & challenges of women entrepreneurs in current scenario.
- Guest of honour address about her journey as women entrepreneur .
- Felicitation to Guests
- Vote of Thanks

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Brief Profile



Dr. T. Vasudha
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Madhavadhara, Visakhapatnam 530 007,
Andhra Pradesh, India
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- **Currently**
 - Head of Wellness function at Brandix India Apparel City
 - WIP - Group Policy on Abuse and Harassment Free Workplace
 - Prevention of Sexual Harassment (POSH) Governance
 - Counselling (Psychological)
 - Awareness on Health and Health Rights - Three dimensions of wellness -Physical, Mental and Social. Bringing various support networks to the reach of the associates.
 - Convenor, Gender Diversity/Policy & Advocacy, CII IWN AP (Co-Convenor 2018 - 19/ Convenor 2019 - 21)
 - Trained in using Gender Diagnostic Tool
 - PoSH Awareness and Training - Sessions and Workshops conducted in the organisations, both Private and Public Sector, including academic institutes.
 - Designed a tool to assess the implementation status and customise the PoSH initiatives accordingly.
- **Education and Previous Work Experience**
 - M.Sc. (Applied Mathematics) from University of Hyderabad, (A Central University), Hyderabad and Ph.D. (Inventory Management) from Gujarat University, Ahmedabad. Aailed JRF/SRF from CSIR/MHRD during Ph.D. with GATE 1994 score.
 - Teaching experience in Business/Management Schools in Ahmedabad and Visakhapatnam. Was a visiting faculty for Agri-business Program at IIM Ahmedabad, IBS Ahmedabad, etc. Last academic assignment was teaching International Business Students at GITAM School of International Business, GITAM University, Visakhapatnam.
 - Teaching assignments included Quantitative Techniques for Management/Management Science (OR), Research Methodology, Operations Management, Logistics Risk Management, Innovation Management at various Business/Management Schools.
- **Management/Research Consultancy as freelancer since 2014**
 - Was a Research Consultant at Sankar Foundation Eye Hospital, a tertiary eye care clinic. (2015 - 16)
 - Designed and implemented CSR Projects at BIAC - Based on needs assessment (2015 - 17)
- **Areas of Interest**
 - Sustainable Development (focus on People aspect of 3Ps), Social Responsibility of Organizations (CSR - beyond compliance requirement), Gender Diversity, Policy & Advocacy in these areas, Circular Economy & Innovation and Change Management - Teaching, Projects, Workshops.
 - Promoting Scientific Thinking in Management (MS/OR) - Capacity Building through Management Science(OR) Teachers and Student Workshops.



Chief Guest Oration

The term women entrepreneur deals with that section female population who ventured in to industrial activities like manufacturing assembling food services and other businesses

Women entrepreneur today have successfully tapped into lesser explored sectors from Food, Beauty, Travel, IT and even innovative sector due to lack of financial support, & lack of proper information about own start-ups.

To make things easier, Govt of India has stepped up by introducing various loan schemes for women entrepreneurs. These schemes are quite helpful in getting the financial assistance and to start their entrepreneurial journey.

Various schemes are:-

1. **Annapurna scheme:** *Under this Govt of India offers 50,000/- to start food and catering business. The loan has to be repaid in 36 monthly instalments.*
2. **Sthree shakti yojana:-** *This is unique scheme, in which more than 2 lakhs loan is provided with 0.05% interest. But they have to enroll under E.D.P (Entrepreneur Development Programme)*
3. **Dena shkti scheme:-** *It provides loan up to 20 lakhs to start manufacturing, Micro credit, retail stores, or small Enterprise.*
4. **Bharatiya Mahila bank:-** *BMB is a public sector Bank which offers loans up to 20 crores for self employed women.*
5. **Pradhana Manthri Rojgar yojana:** *PMRY is one of unique scheme to provide self employment to Indian youth to create Job opportunities in Trade, Services. Manufacturing areas. No collateral security is needed.*



CHAITANYA DEGREE & PG COLLEGE FOR WOMEN

Affiliated to Andhra University, Chaitanya nagar, Old Gajuwaka, Visakhapatnam-530026.





Brief Profile

Poonam Shah Srinath

CEO Teeny Boppers Playschool

Poonam Shah Srinath established herself as a woman entrepreneur with the start of her brand "Teeny Boppers Playschool & Kindergarten" in 2003.

- She was the first woman member on the executive committee of the Visakhapatnam Chambers of Commerce and Industry and has during her tenure established a Youth Forum.
- She also established a Women's Forum while she was the Women's Chairperson for the Vizag chapter of the AP Chambers of Commerce & Industry.
- She has been the Chairperson of CII-Yi for two years consecutively at the Vizag Chapter and has been the Southern Regional Chair for CII-Yi.
- She was one of the invitees from India for the G20 Young Entrepreneurs Alliance 2015, held in Istanbul, Turkey.
- She is a founder member of Yi-Next. She had been nominated and duly completed the prestigious Goldman Sachs Global 10K Women Entrepreneurs & Ambassadors Programme conducted in India by the ISB, Hyderabad.
- She also extends her support and time to a selection of NGOs & is one of the trustees of Icha Foundation, Vizag.



Entrepreneurship Development Programmes are meant to develop abilities among women entrepreneurs it includes imparting knowledge, polishing entrepreneurial skills to establish and successfully run her enterprise.

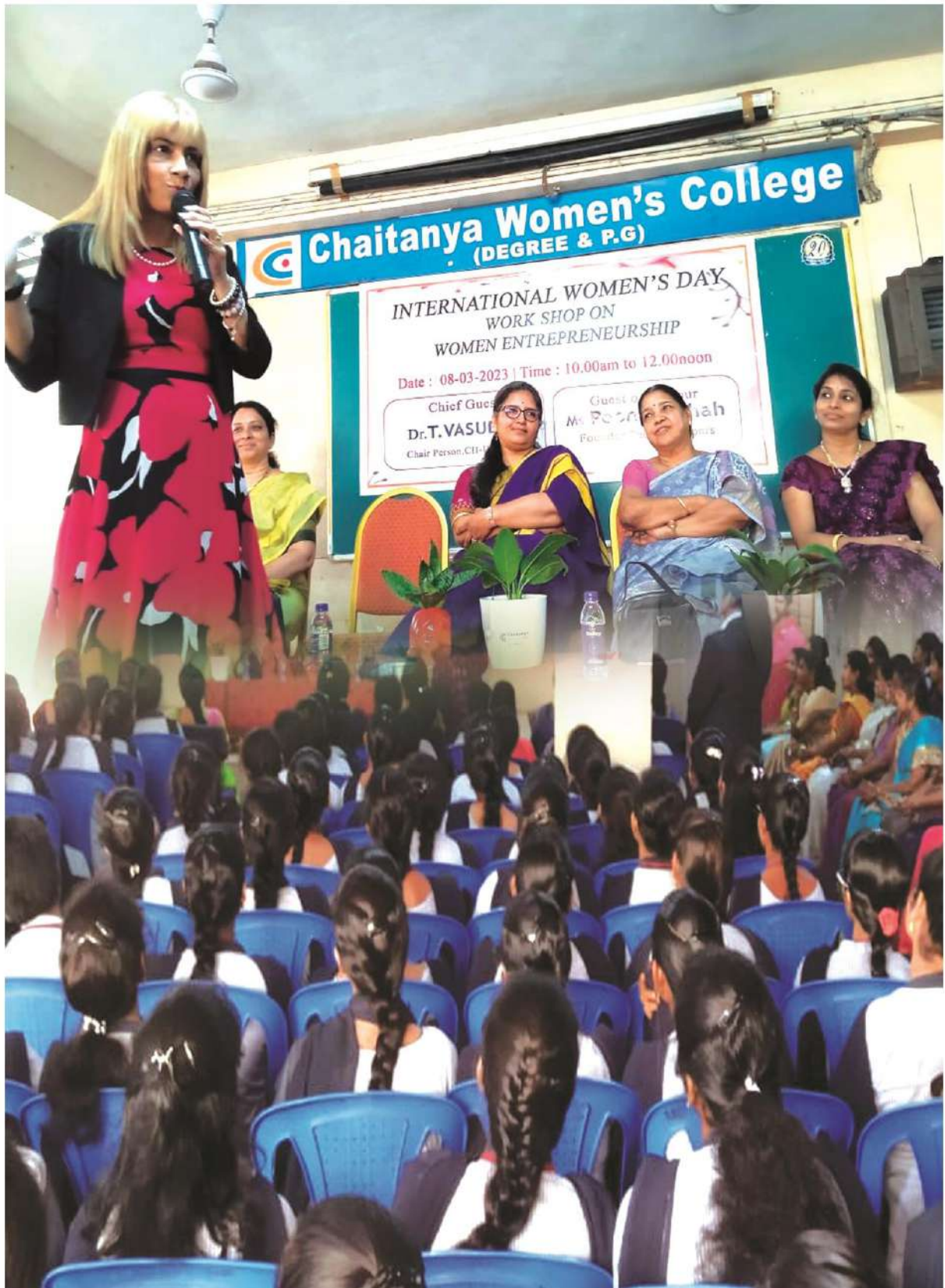
Start up in India is a flagship initiative of Govt. of India with a agenda to support young women entrepreneurs.

- 1. I.L.O(International Labour Organization):- A 4 week online Train the trainer programme. I.L.O Certifications programme for trainers offers participants to become certified trainers in both content & methodological issues in women Entrepreneurship Programme. It is based on SYB (start your Business) & I YB (Improve your Business).**
- 2. W.E.D.P (Women Entrepreneur developmet programme:- A 4 week online Programme launched by Department of science and Technology aim to train the graduates in entrepreneurship essentials such as plan, initiate, launch & maintain own start up successfully.**
- 3. M.D.P (Management Development Programme):- One week workshop conducted by Govt, agencies to Empower women. Training is provided by Director / Deputy**
- 4. E.S.D.S (E Skill development programme):- It is training programme organised by Govt, regularly to set up MSMES.**
- 5. E.A.P (Entrepreneure Awareness Programme) :- Two week training programme**



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Affiliated to Adndhra University

PARTICIPATION CERTIFICATE

This is to certify that Reddy chandrakala

Student of M.Sc organic chemistry has participated One-Day Workshop

on "**Women Entrepreneurship**" organized by Chaitanya Degree & PG College

for women on the occassion of **INTERNATIONAL WOMEN'S DAY**

on March 8th 2023.


Correspondent

Chaitanya Degree & Pg College for women


Principal

Chaitanya Degree & Pg College for women


Resource Person

Chair Person, CIH-IWN



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Chaitanya nagar, Old Gajuwaka, Visakhapatnam-530026.

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PARTICIPATION CERTIFICATE

This is to certify that B.salomi

Lecturer in COMMERCE has participated One-Day Workshop

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