

D.K.M. College for Women (Autonomous) Vellore

Department of History

Webinar (31.03.2021)

Need and Importance of Women Entrepreneurship



D.K.M College For Women (Autonomous), Vellore
MHRD Institutions Innovation Council (IIC)
PG & Research Department of HISTORY



NEED & IMPORTANCE OF WOMEN ENTREPRENEURS

31/03/2021 at 10.00 am

Google Meet Link - <https://meet.google.com/ohi-nuia-cve?authuser=2>

Resource Person - Lt.Dr.A.AMIRTHAVALLI
IIC President and Ambassador
Associate Professor & Head
Department of History
D.K.M College for Women
Vellore-1, Tamil Nadu.

D.K. M. college for Women(Autonomous), Vellore, MHRD'S Institutions Innovation Council organized the webinar on the topic of "Need and Importance of Women Entrepreneurship on 31.03.2021 from 11.00 a.m. to 12.00 p.m. Dr.A. Amirthavalli, IIC President and Ambassador of D.K.M College for Women(Autonomous)Vellore, Associate Professor and Head of the Department of History was the resource person of this programme. Students of B.A. History, II year and B.A.III year attended the webinar. Resource person clearly explained about the importance of entrepreneurship for Women. She further narrated the factors influencing the Women entrepreneurship such as Building Confidence, Risk taking Ability, Economic Independence, Establishing their own creative idea, Motivation, Equal status in society and Greater freedom.

She even motivated the students to start a business with the example of some successful people like Sundar pichchai. This was really amazing, the efforts taken by him really motivated the students to start a Business.

Dr. Amirthavalli further added, factors responsible for the growth of Entrepreneurship, the qualities needed for the women entrepreneurs to start a Business such as accept challenges, ambitious, hard work, patience, motivator, educated, Intelligent. She even said the reasons for the women to take up employment like pulling factors of sudden fall in family income, permanent inadequacy in income of the family, Pushing factors of women's desire to evaluate their talent, to utilize their free time need and perception of Women's Liberation, Equity, to gain recognition, social status, economic independence. She clearly explained the challenges and obstacle, and how these should be overcome. She even suggested the students to start a business, like making Puppet, Growing vegetable gardening.

She even explained in details all the schemes introduced by the Indian Government to motivate the Women Empowerment like, Mahila Vikas Nidhi, Beti Bachao Beti Pachaao Schemes.

District industries center encourages lectures and seminars in the colleges to encourage them to set up own enterprises. Rashtriya Mahila Kosh set up to provide micro credit to the poor women at reasonable rates and Training and employment programs for the women in rural areas all these h

She even spoke about the successful women in the field of Business e.g Indra Krishnamurthy Nooyi Chairman and executive officer of Pepsi Company. All the above points helped the students to get motivated to start Business. This session was really interactive.

Nearly 78 students attended the webinar got benefitted. It is a good effort taken by our college. This programme was co-ordinated by Dr. C. Vinothini, Assistance professor of Physics, and Vote of Thanks was given by Mrs. S. Jayanthi, Assistant Professor of History.

