

D.K.M College for Women (Autonomous)

Sainathapuram, Vellore-632001



Department of Management Studies

Cordially invites you for

Guest Lecture

On

WOMEN ENTREPRENEURSHIP DEVELOPMENT

Chief Guest:

Dr.N.Manimekalai, MA, B.Ed., Ph.D

Director and Professor
Centre For Women's Studies
Bharathidasan University
Tiruchirappalli.

Date: 28th July 2017

Time: 1:30 pm to 3:30 pm

Venue: Kaveri Conference Hall

It's Women's Entrepreneurship Day today.

WRITE UP

Department of Management Studies conducted a special guest lecture on the topic Women Entrepreneurship Development .This Programme conducted on 28/07/2017 in Kaveri conference Hall.

The Session was Headed by Prof.Dr.N.Manimekalai,Director and Head, Bharathidasan University, Tiruchirappalli.All our Department UG and PG students were participated in this wonderful session. She started the programme at 1.30 pm with the importance of women Entrepreneurship Development.

She played many video's related women Entrepreneurs, and she explained how to create an effective entrepreneurship development programme with the starting point of Outline the objectives of the program and focus on the venture development, Select educated people who have high entrepreneurial potential Select uneducated people who have high entrepreneurial potential, Identify the local market and search for people who have potential in it Provide support through private sector-based organizations, Provide an easy yet detailed methodology that will help entrepreneurs improve in the short and long-run , Implement special measures to improve the usefulness of trainers and facilitators, A successful entrepreneurship development program requires government policies. She also explained about the aim of ILO-WED.

The Women's Entrepreneurship Development programme of the International Labour Organization (ILO-WED) works to empower budding and existing women entrepreneurs who want to start, run and grow their business and to create conducive conditions for inclusive, resilient and sustainable economies.

The ILO Women's Entrepreneurship Development (WED) programme works with partners to increase economic opportunities for women entrepreneurs by supporting them in starting, strengthening and expanding their enterprises. This is done by:

- creating the optimal conditions for women's entrepreneurship to thrive.
- strengthening the institutional capacity of both financial and non-financial service providers to better serve the needs of women entrepreneurs.
- providing tailor-made tools and approaches to reinforce women's capacities to start and consolidate sustainable businesses.

She gave some example of successful women Entrepreneurs in Tamilnadu. Ex. KalavathySridharan For 39-year-old KalavathySridharan, the journey from being a young Dalit girl in Kumbakonam to an entrepreneur in Chennai, employing over 100 people, has not been easy. Even today she continues to face some amount of discrimination based on her caste and her gender, but she refuses to back down without a fight. In January 2009 she started Shree Apparels with her first manufacturing unit in Guduvanchery. Eight years later, she is on the verge of starting her second manufacturing unit in Perambalur with funding from Tata Capital. The MD and chairperson of the VCare group, **Mrs. E. CarolinPraba Reddy** is the most successful entrepreneur who strongly believes in growth through continual improvement. She has developed the teams of accomplished professionals brought together and gradually built the VCare Multi-Speciality Clinic who are highly skilled and educated professionals, experts in determining the precise reason for experiencing hair loss.

Our student has got inspiration and motivation from her speech. They also enjoyed and got an idea about the Entrepreneurship. Finally she interacted with our students and our students also raised many question, she answered all the questions with suggestions to become Entrepreneur. The programme ended at around 4.pm.

