

Detailed Report on
Women Entrepreneurship Development Program
Theme: "YES, I CAN"

Organized by
C. K. Shah Vijapurwala Institute of Management, Vadodara
In association with
Gujarat Technological University

2nd October, 2012 Gandhi Jayanti

Venue: C C Mehta Auditorium, The M S University of Baroda

GUJARAT TECHNOLOGICAL UNIVERSITY

Gujarat Technological University (GTU) is an emerging premier Technological University located at Ahmedabad – Gandhinagar, in the western State of Gujarat in INDIA, created by Government of Gujarat. **GTU** serves about 400,000 students studying in Engineering, Management, Computer Science, Pharmacy and Hotel & Catering Management, through close to 500 Affiliated Colleges with 17,000 highly qualified teachers. **GTU** has received 6 Awards at national level in difference areas of academic and technological work, and is considered as one of the best Technological Universities in INDIA.

GTU is revolutionizing Management education in the State through a new and **Global MBA Program** that offers 9 Specializations and 12 Electives, in addition to Core and Compulsory subjects. International Business, Asian Business, Global Sustainable Business, and Gandhian Philosophy for Managing Business are some of the new specializations and electives it offers for the first time in the country. Visit www.gtu.ac.in

SMJV's C K Shah Vijapurwala Institute of Management

SMJV's CKSV Institute of Management was set up in 2009 and inaugurated at the auspicious hands of **Shrimant Dr Mrunalini Devi, Hon. Chancellor, The Maharaja Sayajirao University of Baroda, Dr Dipchandbhai Gardi, Chairman, SMJV Trust Board** and **Shri K M Shah, Main Donor.**

The Institute of Management's Vision is to educate young persons and turn them into qualified managers & leaders, capable of embracing challenges and opportunities with equal dexterity and holistic behavior.

CEED @ CKSVIM

The **Centre for Entrepreneurship and Enterprise Development (CEED)** is the brain child of **Dr Rajesh Khajuria**, Founder Director of SMJV's CKSVIM and a part of the original vision of the Institute. The **CEED** aims to offer a bouquet of programs targeted to four Groups:

- 1) **Budding Entrepreneurs and Students** (MBA / Engineering / Medical / Science / Fine Arts and other students)
- 2) **MSME(Micro Small and Medium Enterprise)** Owners / Partners / Directors wanting to grow, and/or prepare second generation to takeover, and
- 3) **Working Managers / Executives** wanting to become entrepreneurs.
- 4) **Government / VRS / Retired Employees** wanting to become entrepreneurs.

In **January 2012**, **CKSVIM** conducted the first program on **Entrepreneurship Development Series with CII and CII-Yi (Confederation of Indian Industry – Young India)**. Some 40 participants including 20 from industry and 20 our MBA students attended this one week evening program, and five of our MBA students are planning to set up their own small enterprises.

The **CEED**, as it conveys, will seed the spirit of entrepreneurship to generate wealth for self as well as society. Therefore **CEED** expert faculty members are drawn from most successful entrepreneurs, technopreneurs, SME owners, industrialists, international managers, venture capitalists, senior academicians and Government officers having wealth of experience, who together form a dynamic team for each of the programs offered.

During **June – September 2012**, CEED offered '**Entrepreneurship Development Program for SMEs Growth**' in collaboration with **icreate (International Centre for Entrepreneurship & Technology)**, a Joint Venture promoted by **Dr Madhukumar Mehta & team** with **Government of Gujarat**. Some 14 SME Directors / partners participated in this specially formulated program for SMEs wanting to go to high growth trajectory.

WOMEN ENTREPRENEURSHIP DEVELOPMENT PROGRAM

SMJV's C K Shah Vijapurwala Institute of Management (CKSVIM), Vadodara organized Women Entrepreneurship Development Program in association with Gujarat Technological University on developing Women Entrepreneurship with a view to motivate girls and women to become entrepreneurs and sensitize them to face the challenges of work-home-life balance. Today's girls and women can do almost anything – from doing home-based-business to working-in-agriculture-field to flying on a sky-shuttle to study the universe, and come back home and cook for her family. Hence the theme of the program was: “**YES, I CAN**”. The Program was sponsored by SMJV Trust & CKSVIM.

The program was convened by **Dr. Rajesh Khajuria** (Director, CKSVIM) and was inaugurated by **Dr. Akshai Aggarwal** (Vice Chancellor, Gujarat Technological University) in presence of **Shri Subodhratna Gardi** (Hon. Secretary & Trustee, SMJV, Mumbai), **Dr Pukhraj Maroo** (IAS, Former Addl. Chief Secretary to Govt. of MP), **Dr Kamal Taori** (IAS (Ret), Chairman, Rural Business Hub Foundation, and Vice Chairman, International Society for Holistic Development & Voluntary Action- India & Germany) and **Shri Bipinbhai Shah** (Hon. Local Secretary, SMJV Vadodara).

Inaugural Function



From left **Dr. Rajesh Khajuria**, **Dr. Kamal Taori**, **Shri Subodhratna Gardi**, **Dr. Pukhraj Maroo** (background), **Ms. Shakuntala Aggarwal**, **Shri Bipinbhai Shah** (background) & **Dr. Akshai Aggarwal**



Dr. Akshai Aggarwal Vice Chancellor, GTU & **Dr. Shobhna Bajpai Maroo** (background)



From left Dr. Rajesh Khajuria, Shri Subodhratna Gardi, Dr. Akshai Aggarwal, Ms. Shakuntala Aggarwal, Dr. Shobhna Bajpai Maroo, Dr. Pukhraj Maroo, Dr. Kamal Taori and Shri Bipinbhai Shah

Dr. Rajesh Khajuria, Director, CKSVIM and Chief Mentor of CSKVIM's Centre for Entrepreneurship & Enterprise Development (CEED) gave respect to Indian women by mentioning them as born entrepreneurs and risk takers.

Shri Subodhratna Gardi, Hon. Secretary & Trustee, SMJV, Mumbai has reminded audience of Gandhian principles for upliftment of society as a whole. He focused on women education by quoting "if you teach a man, you teach one individual but if you teach women, you teach generations to come".

Dr Pukhraj Maroo, IAS, Former Addl. Chief Secretary to Govt. of MP had pointed out the importance of women in team-building. He mentioned that women has been versatile enough to get adjusted with different situations and thus this inbuilt characteristic of women could be used for team-building exercise.

According to **Dr. Akshai Aggarwal**, Vice Chancellor, Gujarat Technological University, "the 2nd October being Gandhi Jayanti is the most relevant day for this type of event being focused on igniting the entrepreneurial spirit in Indian women. GTU tries to provide the best environment to the students' entrepreneurs by providing the support through Student Startup Support System (S4)."

Dr. Kamal Taori had appealed to Indian women to explore the undiscovered areas like climate change etc. He has also emphasized on the areas of marketing the unmarketed.

Shri Bipinbhai Shah (Hon. Local Secretary, SMJV Vadodara) had briefed about the C. K. Shah Vijapurwala Institute of Management, Vadodara as being one of the top institutes of Gujarat and the only Institute under Gujarat Technological University to provide all nine specializations.

The women entrepreneurs were invited from diverse fields to share their views and experience of their entrepreneurial journey. **Ms. Geeta Goradia**, President, FGI and MD, Jewel Brush Pvt. Ltd., **Ms. Parul Daftari**, MSME lead at icreate and Entrepreneur, **Dr. Shobhna Bajpai Maroo**, **Mrs. Swati Bedekar** – Sakhi, **Ms. Nirali Joshi**, Women Entrepreneur – Olive Craft, **Ms. Meghna Gandhi & Jenni Kothari**, Corporate Trainer.



From left Ms. Swati Bedekar, Ms. Parul Daftari, Ms. Geeta Goradia, , Dr. Shobhna Bajpai Maroo, Ms. Nirali Joshi & Ms. Meghana Gandhi

Ms. Parul Daftari, MSME lead at icreate and Entrepreneur has underlined the importance of women as creator and nurturer of family and she can be the same for business as well. **Ms. Geeta Goradia**, President, FGI and MD, Jewel Brush Pvt. Ltd. shared her journey from a tuition teacher to toothbrush women of the world. **Dr. Shobhna Bajpai Maroo** highlighted mental empowerment of women, **Mrs. Swati Bedekar** from Sakhi has thrown light of converting a social enterprise of providing sanitary napkin to rural female into the lucrative business proposition, **Ms. Nirali Joshi**, **Ms. Meghna Gandhi & Jenni Kothari**, the women entrepreneurs has also shared their various experiences, challenges and their tactics to overcome the same.

Dr S. O. Junare, Director NICM, Gandhinagar has drawn attention of audience towards business opportunities in agriculture and rural sector for women. **Mr. R. N. Choksi**, AGM, State Bank of India (Learning Centre) has explained the various financial schemes offered by State Bank of India for new business enterprises to be set up by women.

Shri Nileshbhai Shah, LMC Member, SMJV Vadodara extended the concluding remarks on the program followed by vote of thanks extended by **Ms. Ranjita Banerjee**, Assistant Professor, CKSVIM who thanked all the learned speakers, entrepreneurs and participants.



Shri Subodhratna Gardi addressing the audience



CKSVIM girl entrepreneurs displaying and selling their products

In the event a total of 400 girls participated from various institutes some out of them shared their views on the program by committing to start atleast a small start-up. CKSVIM and GTU both had given them the commitment of support for a rational business proposition. The lounge was provided to the CKSVIM girl and faculty entrepreneurs to display and sell their products at the venue.

The program was presented by **Dr. Kunjal Sinha**, Associate Professor, CKSVIM and **Ms. Ranjita Banerjee**, Assistant Professor, CKSVIM. The photography of the session was done by **Mr. Paras Shah** and **Mr. Parth Shah**, Students of CKSVIM and the draft of the report has been prepared with the help of **Ms. Sneha**, First year student of CSKVIM.

Feedback forms were filled by all participants, which revealed excellent feedback. All the participants expressed that they had wonderful experiences in the program and also look forward for extension of same program in future.

C K Shah Vijapurwala Institute of Management
Women Entrepreneurship Development Program
2nd October, 2012 (Gandhi Jayanti)

Feedback Analysis

No. of Feedback Forms Received: 82

Criteria	Very Satisfied	Satisfied	Not Satisfied
Please rate your overall satisfaction with the seminar:	41	40	1
Please rate your overall satisfaction with the exhibits area:	48	31	3
Please rate your overall satisfaction with the format of the seminar	40	38	4
Please rate your overall satisfaction with the speakers and their relevance	52	26	4
Please rate your overall satisfaction with the facilities at the C. C. Mehta Auditorium.	33	36	13
Please rate your overall satisfaction with the location of the seminar:	51	28	3
Overall, based on your total experience at the seminar, will you attend or recommend someone else attend next year's seminar?	53	27	2

(Figures in Numbers)

General suggestions regarding the conference:

1. The participants really appreciated the conference.
 2. They learnt so many things with regard to managing small enterprise.
 3. They were satisfied, and empowered to do better.
 4. They suggested organizing similar conference for exposure to the details of enterprise creation and funding.
 5. Location for next program may be at Ahmedabad, Anand or Vidhyanagar.
 6. The speakers should have got more time so as to explain things in detail.
 7. Time management needs to be taken care of.
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