



# **GUJARATTECHNOLOGICAL UNIVERSITY**

## **Women Entrepreneurship Development Program**

*Theme: "YES, I CAN"*

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

2<sup>nd</sup> October, 2012 Gandhi Jayanti

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

**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 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).



*Inauguration*

**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. She has been versatile enough to get adjust 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 2<sup>nd</sup> 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** has 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) has detailed 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.

There were women entrepreneurs called on Dias 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**, **Ms. Meghna Gandhi & Jenni Kothari**.



**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 a 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.

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.

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.