



**Centre for Entrepreneurship and Enterprise Development (CEED)**

*Promoted by*

**C. K. SHAH VIJAPURWALA INSTITUTE OF MANAGEMENT  
SHRI MAHAVIRA JAINA VIDYALAYA EDUCATION FOUNDATION**

*In Association with*

**Gujarat Technological University**

*Offers*

**Women Entrepreneurship Development Program**

***Theme: "YES, I CAN"***

**On**

**2<sup>nd</sup> October, 2012 Gandhi Jayanti (1.00 PM to 5.45 PM)**

**Venue:**

**C C Mehta Auditorium, The M S University of Baroda  
(15 Minutes Walk from Railway Station), Sayajigunj, Vadodara 390 002**

## **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](http://www.gtu.ac.in)

## SMJV Trust

Shri Mahavira Jaina Vidyalaya (SMJV or Vidyalaya) has been serving Indian society for about 97 years. Established in 1914 with the blessings of eminent **Jain Guru YUGDRASHTA ACHARYA SHRI VIJAY VALLABHSURISWARJI MAHARAJ SAHEB**, the roots of this premier institution are found in its belief that the education, coupled with followings of basic Jain principles will help the cause of Jain philosophy to create a non-violent, peaceful and prosperous society. During its existence of almost a century, the institution has over 15,000 Alumni spread across the world, most of them well established and leading in their respective fields and regions globally. Currently, SMJV has 11 Hostels (8 for Boys, 3 for Girls) in Gujarat, Maharashtra and Rajasthan where 1,500 Jain students including 500 girls staying and studying on concessional fee or free of charge basis.

In 2009, the **SMJV Education Foundation started CKSV Institute of Management** at Vadodara. Visit [www.smjv.org](http://www.smjv.org)

## 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.

**CKSVIM offers MBA and PhD (Management) programs**. In a short span of less than 4 years, the Institute has emerged as one of the top 5 Management institutes in Gujarat. It offers **MBA Program** approved by **AICTE, Ministry of HRD, Government of India** and is affiliated to **Gujarat Technological University, Government of Gujarat**. Some 3 out of 4 MBAs from CKSVIM find immediate placement with well known organizations in Gujarat and Mumbai, while 1 out of 4 sets up business.

CKSVIM has 24 Faculty members on full-time and visiting basis including 8 PhDs from Academia, Industry and Government, with a student: faculty ratio of 10:1 possibly the best among 132 MBA Institutes in Gujarat State. **Quality and Excellence** are the hallmark of our teaching-learning process. Our motto is to promote: **Ethics – Education – Enterprise** for the benefit of individual, family, organization and society. Visit [www.cksvim.edu.in](http://www.cksvim.edu.in)

## 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 on 2<sup>nd</sup> October 2012 at Vadodara**

Now CEED offers its 3<sup>rd</sup> program on Women Entrepreneurship Development with a view to motivate MBA 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 is: "**YES, I CAN**".

**Language:** English, Gujarat & Hindi combined.

**Participants Profile:** About 500 Girls – 300 students from SMJV and CKSVIM and 200 Girl Students from GTU Affiliated MBA Colleges in Gujarat.

**Sponsorship:** The program is sponsored by SMJV Trust and CKSVIM for their respective students.

**Fees for Participation: Rs 100/- only** as a token fee for Girl / Women Student / Faculty. A College can nominate maximum **20 Girl Students** who are currently entrepreneurs or are keenly interested in becoming entrepreneurs. One lady faculty may accompany as a participant. Please send the participation fees by **DD** in favour of "**C K Shah Vijapurwala Institute of Management**", payable at **Vadodara**.

**Certificate of Participation** shall be provided to all the participants having prior registration before the last date, and who attend the full program.

**Contact : Colleges to send Registration by simple email to reserve your seat/s today:**

**Last Date for Receiving Registration by Email: 27<sup>th</sup> September 2012 by 5.00 PM**

#### **EDP Program Coordinators:**

**Mr. Ankit Shah, Asst. Prof. and Training & Placement Officer**  
**Ms Ranjita Banerjee and Dr Kunjal Sinha, Faculty Members**  
**Ms Anjali / Ms Reshma, Admin Office at CKSVIM**

**Email: [edp@cksvim.edu.in](mailto:edp@cksvim.edu.in) Cell: 90990 63574 (Ankit Shah)**

# Women Entrepreneurship Development Program

## Theme: "YES, I CAN"

### Program Schedule

1.00 – 1.15 pm	<b>Registration at Venue (College-wise Group)</b>
1.20 - 1.50 pm	<b>Inaugural Session:</b> <ul style="list-style-type: none"> <li>• Dr. Akshai Aggrawal, Vice Chancellor, GTU</li> <li>• Dr Pukhraj Maroo, IAS, Former Addl. Chief Secretary to Govt. of MP</li> <li>• Shri Subodhratna Gardi, Hon. Secretary &amp; Trustee, SMJV, Mumbai</li> <li>• Shri Bipinbhai Shah, Hon. Local Secretary, SMJV Vadodara</li> <li>• Dr. Rajesh Khajuria, Director, CKSVIM and Chief Mentor, CEED</li> </ul>
1.50 – 2.50 pm	<b>Motivation, Inspiration &amp; Confidence building</b> <ul style="list-style-type: none"> <li>• Ms. Geeta Goradia, President, FGI and MD, Jewel Brush Pvt Ltd</li> <li>• Dr Shobna Bajpai Maroo, Principal, Sarojini Naidu Govt. Girls PG (Autonomous) College, Bhopal</li> <li>• Ms. Parul Daftari, MSME Lead at icreate and Entrepreneur</li> </ul>
2.50 – 3.50 pm	<b>Live Entrepreneurs Case Studies</b> <ul style="list-style-type: none"> <li>• Creative Arts:</li> <li>• Home Based Industries:</li> <li>• MBA Students' Enterprises:</li> </ul>
<b>3.50 – 4.20pm</b>	<b>Tea / Exhibition by MBA student Ventures</b>
4.20 – 5.00pm	<b>Rural &amp; Agri-business Enterprises:</b> <ul style="list-style-type: none"> <li>• Dr Kamal Taori, IAS (Ret), Chairman, Rural Business Hub Foundation, and Vice Chairman, International Society for Holistic Development &amp; Voluntary Action (India-Germany)</li> <li>• Dr S O Junare, Director, NICM, Gandhinagar</li> </ul>
5.00 – 5.20pm	<b>Financing Small Enterprises</b> - AGM, State Bank of India (Invited)
5.20 – 5.30pm	<b>Concluding Remarks</b> – Shri Divyang Shah, LMC Member CKSVIM and MD, Electrosoft
5.30 – 5.35pm	<b>Vote of Thanks</b> – Ms Ranjita Banerjee / Dr Kunjal Sinha, Asst. / Asso. Professor, CKSVIM

### SHRI MAHAVIRA JAINA VIDYALAYA EDUCATION FOUNDATION C. K. SHAH VIJAPURWALA INSTITUTE OF MANAGEMENT

{AICTE Approved, Affiliated to Gujarat Technological University}

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