

Webinar on “Entrepreneurship Opportunities for Women”

A one day Webinar on “Entrepreneurship Opportunities for Women” was organized jointly by the Women Empowerment committee and Entrepreneurship Development Cell of the institute sponsored by RUSA on 4th June 2021 on zoom platform. It was an honor for the institute to have Ms Manisha Farooq Cooper, Director of Marketing and Corporate Communication, Cooper Corporation Pvt. Ltd as the resource person who guided around 450 girl students and faculty on the basics of entrepreneurship. The webinar was inaugurated at the hands of Principal Dr. B. T. Jadhav. In his inaugural address Dr. Jadhav expressed his gratitude to Ms. Cooper for her consent to interact with the institute’s students. He also expresses his good wishes to all the girl students to be inspired by Ms. Cooper and find a new way of viewing career and life.

The introduction of the webinar was given by Dr. Madhuri Barge followed by introduction of the speaker by Mr Shashikant Shinde. Ms Manisha F. Cooper is a lawyer and business administrator by her educational qualification. Apart from it she is also an avid philanthropist who has given her service in many social works and is attached with many NGOs. In her talk of one and half hours, she focused on how the women need to come out of the self- created shell made up of the mental and social attitude around them. She inspired the students to fine tune the balance between family responsibilities and persuasion of their dreams of starting their own business and firmly told the students to adapt the ability to recognize opportunities and work on fulfilling the dreams. Dreams have to be defined by one alone not by asking many people. The passion has to come from within. If one has to start an entrepreneurial venture, then clarity, transparency and honesty is a must. She highlighted a few companies who provide funding for startups like Mudra Yojana, Tata, and Wipro etc. One needs to use the online platform wisely to search for these opportunities rather than being on social media platforms as a mere viewer. After attaining the age of 18, all individuals, be it a boy or a girl need to think about their career and work for it independently. Expecting parent support will never let you open your wings to soar. You need to have a backup, pre-prediction system to manage the risks in business. She also highlighted on the

importance of getting trademark, copyright or patent for your ideas.

The highlight of the session was the interaction of students and Ms Cooper in which she very avidly answered the queries from risk management to how to convince family members to permit to follow the career dream. She also highlighted the crop of new start-ups by women like Aditi Gupta (Menstrual paedia), Alysia Karson (first woman to go to Mars) who have started venturing into bold new arenas. She highlighted on the role of responsible and decent appearance especially for women in the corporate world. She also shared her daily routine in which she incorporates exercises, cooking, working online and pursuing hobbies. The session was very well received by the participants. The entire session was sum up by Vice- Principal Prof. Dr. V. Y. Deshpande who highlighted on the positive and inspiring impact of the interaction on the students of the institute. The session was concluded with the vote of thanks. The session was streamed live on you tube on the following link:

<http://www.youtube.com/watch?v=wMpo5Tthd2c>

