

**“DMA 9th Women Entrepreneurs Conference
on
Define Your Roadmap – Innovate, Create, Celebrate
&
DMA All India Women Entrepreneurs Award 2019”**



L to R: Ms. Richa Gupta, Dr. Sunita Sanghi, Ms. Veena Swarup, HE Ambassador Nina Vasunlahti and Mr. Rajan Pandhi

Committee.

The fastest way to mobilize the women of the world is by encouraging women’s leadership in all aspects of a woman’s life. Growth and development of any country lies in the entrepreneurial ability of its citizens. With a view to salute the soul of entrepreneurship in women, DMA organized the **9th Women Entrepreneurs Conference on “Define Your Roadmap – Innovate, Create, Celebrate & DMA All India Women Entrepreneurs Award 2019** on 22nd February 2019 at The Park Hotel, New Delhi. The Conference was organized under the guidance & leadership of **Ms. Veena Swarup**, Former Director HR, EIL and Chairperson, DMA Women in Management



L to R: Ms. Richa Gupta, Dr. Sunita Sanghi, HE Nina Vaskunlahti, Ms. Veena Swarup, Mr. Rajan Pandhi and Prof Sanghamitra Budhpriya

The glittering function began with lighting of ceremonial lamp, Keynote Address by **Ms. Richa Gupta**, Senior Director, Transfer pricing & Senior Economist, Deloitte. Address by Guest of Honor **Dr. Sunita Sanghi**, Sr Adviser, Ministry of Skill Development & Entrepreneurship and Inaugural Address by the **Chief Guest, HE Nina Vaskunlahti**, Ambassador of Finland. To commemorate this auspicious occasion a special Souvenir was released by the Chief Guest.

Mr. Rajan Pandhi, Director, DMA thanked the dignitaries for sparing their valued time and sharing their words of wisdom with the participants.



L to R: Dr. Poonam Sinha, Dr. Unnat Pandit, Ms. Shweta Punj, Dr. Manish Diwan and Dr. Prarthana Kumar

First Session on **Building and leveraging your Ecosystem** was chaired by **Ms. Shweta Punj**, Senior Associate Editor, India Today Group. The eminent speakers **Dr. Unnat Pandit**, Senior Member at AIM, NITI Aayog, **Dr. Poonam Sinha**, Director (Entrepreneurship Education), The National Institute for Entrepreneurship & Small Business Development (NIESBUD), **Dr. Prarthana Kumar**, Assistant Professor Marketing, Institute of Public Enterprise, Hyderabad and **Dr. Manish Diwan**, Head-Strategic Partnership & Development, Biotechnology Research Assistance Council,

BIRAC shared their views on how Government policies have evolved to facilitate women entrepreneurs in their endeavor to launch startups.



L to R: Mr. Sameer Garg, Dr. Shikha Sharma, Dr. Anita Tripathy Lal, Ms. Pritha Dutt, Dr. Roopak Vasishtha and Mr. Digvijay Singh

Dr. Anita Tripathy Lal, Prof-in-Charge Centre for Entrepreneurship Development (CED) FORE School of Management chaired the second session on **Building your Financial Capability** **Dr. Shikha Sharma**, Managing Director, NUTRI-HEALTH, **Mr. Digvijay Singh**, COO, Indian Angel Network, **Dr. Roopak Vasishtha**, CEO & Managing Director Apparel Made-ups & Home Furnishing Sector Skill Council (AMH SSC), **Ms. Pritha Dutt**, Director, Empower Foundation India and **Mr. Sameer Garg**, Vice President, New

Economy Group, AXIS Bank were the eminent speakers shared the various funding opportunities for the Entrepreneurs .



L to R: Mr. Gautam Pandey, Ms. Moutushi Sengupta and Mr. Kelvin A Sergeant

In the third session on **Entrepreneurship - A Global Overview**, **Ms. Moutushi Sengupta**, Country Director, MAC Arthur Foundation was the Session Chairperson. **Mr. Kelvin A Sergeant**, Sustainable Enterprise Development Specialist ILO DWT for South Asia and **Mr. Gautam Pandey**, Director- Talent, Deloitte Shared Services India LLP were the eminent panelists. They shared their thoughts on New business

models that are emerging, Changing face of entrepreneurship, Technological disruptions that are shaping the future of work with the participants.



Ms. Marianne Karmarkar addressing the Participants

A special session on **Innovative Ways to Build Brand Equity** was chaired by **Ms. Marianne Karmarkar**, Dy. General Manager (Information Service), BPCL. The session was mainly focused on the genesis, evolution and innovations associated with the Bharat Petroleum Brand and thereby, generating tremendous value for the organization.



L to R: Ms. Shilpa Tiwari, Ms. Sudha Charabarty, Ms. Sunita Umesh, Ms. Pooja Bajpai, Ms. Vertica Dvivedi and Ms. Tithi Tewari

In the Fourth Session on **Stories from the field - Challenges, Successes and Celebrations**. **Ms. Pooja Bajpai**, Partner, Positive Momentum India was the Session Chairperson. **Ms. Sudha Chakrabarty**, Founder & CEO, Ridge Advertising & Marketing Consultants, **Ms. Vertica Dvivedi**, Director, Bigsea Marcom India Pvt Ltd, **Ms. Tithi Tewari**, Founder & Managing Director, Smartvizz Private Ltd, **Ms. Shilpa Tiwari**, Founder, Astha Sewa Samiti and **Ms. Sunita Umesh**, Founder, UCC & Associates LLP were the eminent panelists

who shared their inspiration for starting the enterprise, highlighting the challenges and how they were overcome to reach their present stage.

All the sessions have engaged the participants till the conclusion of the conference.

Valedictory Session & Award Ceremony



L to R: Dr. Jitendra K Das, Ms. Dagmar Walter, Ms. Veena Swarup and Mr. Rajan Pandhi

Ms. Veena Swarup, Former Director HR, EIL & Conference Chairperson welcomed the **Guest of Honor, Dr. Jitendra K Das**, Director, FORE School of Management and **Chief Guest, Ms. Dagmar Walter**,

Director, ILO Decent Work Technical Support Team for South Asia and Country Office for India and the participants.



In the Award Ceremony **Women Entrepreneur Life Time Achievements Award** was presented to **Ms. Radha Bhatia**, Chairperson, Bird Group.

L To R: Dr. Jitendra K Das, Ms. Dagmar Walter, Ms. Veena Swarup and Mr. Rajan Pandhi



Women Entrepreneur Role Model Award was presented to **Ms. Shivani Pasrich**, CEO, SWP Productions.

L to R: Mr. Rajan Pandhi, Ms. Shivani Pasrich and Ms. Veena Swarup



Women Entrepreneur Mentor Award was presented to **Dr. Pratibha Jolly**, Principal, Miranda College.

L to R: Dr. Jitendra K Das, Ms. Dagmar Walter, Dr. Pratiha Jolly, Ms. Veena Swarup and Mr. Rajan Pandhi



Group Photograph of DMA Award Winners 2019

DMA All India Women Entrepreneurs Award 2019 were presented to **Ms. Vertica Dvivedi**, Director, Bigsea Marcom India Pvt Ltd, **Ms. Sudha Chakrabarty**, Founder & CEO, Ridge Advertising & Marketing Consultants, **Dr. Gauri Gholap**, Founder & CEO, Optra Systems Private Limited, **Ms. Shilpa Tiwari**, Founder, Astha Sewa Samiti, **Dr. Ranjana Srivastava**, director & Founder, Nextec Lifesciences Pvt Ltd, **Dr. Binita Shrivastava**, Director & Co-Founder, Ameliorate Biotech Pvt Ltd, **Ms. Vitika Banerjee** and **Ms. Nidhi Mathur**, Director & Co-Founder Future FIT LLP, **Ms. Neeramoni Sarmah**, Founder, The Bamboo Village, **Ms. Jyotika Dhawan**, Founder, Orion Square, **Ms. Vasudha Sondhi**, Managing Director, Outbound Marketing Pvt Ltd, **Ms. Sunita Umesh**,

Founder, UCC and Associates LLP, **Ms. Rashmi Sharma**, Director, The Assessors Guild (Skill Assessments & Certifications), **Ms. Tithi Tewari**, Founder & Managing Director, Smartvizs Pvt Ltd, **Ms. Sanchita G Mishra**, Co-Founder & Director, VMC Management Consulting Pvt Ltd, **Ms. Sanchita Mukherji**, Co-Founder & Private Wealth Manager, Blue Edge Associates LLP and **Ms. Neelam Vishwanath Dwivedi**, Director & Co-Founder, NeelAgil Technologies Pvt Ltd.

The Conference came to an end with the vote of thanks proposed by **Mr. Rajan Pandhi** expressing sheer gratitude to LNG PETRONET, BPCL, Dr. Shikha's NUTRI-HEALTH, Deloitte, NIESBUD, People and Management, Benepik, RDIAS and Miranda House for supporting the conference and making it a success on all counts.

The conference was very well received and appreciated by a large number of women entrepreneurs, corporate delegates and Sr. faculty members from various management institutes.