

**“DMA 10th Women Entrepreneurs Conference
on
“Leveraging the Ecosystem – Explore, Experience, Excel”
&
DMA All India Women Entrepreneurs Award 2020**



L to R: Ms. Apurva Purohit , Dr. Anita Gupta, HE Ambassador Ritva Koukku-Ronde, Ms. Veena Swarup and Mr. Rajan Pandhi

With a view to salute the soul of entrepreneurship in women, DMA organized the **10th Women Entrepreneurs Conference “Leveraging the Ecosystem – Explore, Experience, Excel ” & DMA All India Women Entrepreneurs Award 2020** on 20th February 2020 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 Committee.

The glittering function began with lighting of ceremonial lamp, Keynote Address by **Guest of Honor, Dr Anita Gupta** Scientist- G, Advisor and Associate Head, NSTEDB, Department of Science and Technology, Govt of India. **Role Model Award** was presented to **Ms. Apurva Purohit** President, Jagran Prakashan. On this occasion her book on **“LADY, You are the Boss”** was also released. **Chief Guest, HE Ambassador Ritva Koukku-Ronde** Ambassador of Finland delivered the Inaugural Address. To commemorate this auspicious occasion a special Souvenir was released by the Chief Guest.



L to R: Ms. Apurva Purohit ,Dr. Anita Gupta, HE Ambassador Ritva Koukku-Ronde, Ms. Veena Swarup and Mr. Rajan Pandhi



Role Model Award was presented to Ms. Apurva Purohit by HE Ambassador Ritva Koukku-Ronde

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. Sandhya Chintala, Dr. Shikha Sharma, Dr. Poonam Sinha, Ms. Ishita Agarwal, Ms. Charu Agarwal and Mr. Philip Mathew

Agarwal Advisor Economic Empowerment of Women Entrepreneurs and Start-ups by Women and **Mr. Philip Mathew** Expert- Entrepreneurship UNDP shared their views on how Government policies have evolved to facilitate women entrepreneurs in their endeavor to launch startups.

Second Session on **Explore The Ecosystem** was chaired by **Dr. Sandhya Chintala** VP, NASSCOM & CEO IT-ITeS Sector Skills Council NASSCOM. The eminent speakers **Dr. Shikha Sharma** Managing Director, Nutri Health Systems, **Dr. Poonam Sinha** Director (Entrepreneurship Education), The National Institute for Entrepreneurship & Small Business Development (NIESBUD), **Ms. Ishita Agrawal** Program Director, Atal Innovation Mission, NITI Aayog, **Ms. Charu**



L to R: Ms. Shweta Punj, Ms. Padmaja Ruparel, Dr. Manish Diwan, Mr. Manish Kaushik, Dr. Prarthana Kumar and Mr. Sunil K Marwah

modalities of Funding and Investment opportunities for the Entrepreneurs.

Ms. Shweta Punj Senior Editor, India Today Group chaired the third session on **Funding for Startup & Scaleup** **Ms. Padmaja Ruparel**, Co-Founder, Indian Angel Network, **Dr. Manish Diwan**, Head Strategic Partnership & Entrepreneurship Development, BIRAC **Mr. Manish Kaushik**, Assistant Vice President Corporate Banking, Axis Bank, **Dr. Prarthana Kumar**, Assistant Professor, Institute of Public Enterprise, **Mr. Sunil K Marwah** CEO, Food Industry Capacity Building & Skill Initiative were the eminent speakers, who shared the various



L to R: Ms. Sanchita Biswas,
Mr. Kelvin A Sergeant and Dr. Terrie Romano

Ontario) High Commission of Canada were the their thoughts on Capacity Building for Individual and sustainability building for the Business.

In the fourth session on **Global Perspective and Practices on Critical areas of Entrepreneurship**, **Ms. Sanchita Biswas** Head of Expertise & Solution Centre & Technology Incubation Centre, Orange Business Services India was the Session Chairperson. **Mr. Kelvin A Sergeant**, Sustainable Enterprise Development Specialist ILO, DWT for South Asia and **Dr. Terrie Romano** Counsellor (Economic Affairs- eminent speakers. They shared



L to R: Ms. Pooja Bajpai, Ms. Haneet Bhasin Vohra,
Dr. Neelam Gupta, Dr. Latha Damle, Ms. Anitha Rajagopal and Ms. Neetii Maacker

they shared their views on the Nuances and Tips for beginners and struggling Women Entrepreneurs on mind set required for success, challenges and how to overcome them and shared the success stories of Women Entrepreneurs.

A fifth session on **Success Story from the Field** was chaired by **Ms. Pooja Bajpai** Founder, The Talent Alchemy. **Ms. Haneet Bhasin Vohra** Director- Marketing, KSB Design; **Dr. Neelam Gupta** President & CEO, AROH Foundation; **Dr. Latha Damle** Chief Scientific Officer, Partner, Founder Atrimed Biotech LLP **Ms. Anitha Rajagopal** CEO , Yaathum Biotech Pvt Ltd ; **Ms. Neetii Maacker** Co - Founder , MAC Coating Pvt Ltd were the eminent Speakers and



Ms. Sanchita Mukherji addressing the Participants

A special session on **Tips on Wealth Management**, Ms. Sanchita Mukherji Co-Founder Blue Edge shared how an Entrepreneurs need a different kind of wealth management strategy that accounts for their level of income variability and risk and also gave some valuable wealth managements tips:

Get independent financial advice, Create achievable goals, Plan for your retirement, Plan your income and expenditure, Manage your savings, Protect you and your estate. The session was highly appreciated by the participants.

Valedictory Session & Award Ceremony



L to R: Mr. Devesh Sachdev, Dr. Terrie Romano, Ms. Veena Swarup, Ms. Shivani Wazir Pasrich, and Mr. Rajan Pandhi

Ms. Veena Swarup, Former Director HR, EIL & Conference Chairperson welcomed the **Guest of Honor, Mr. Devesh Sachdev** Founder & CEO, Fusion Microfinance **Dr. Terrie Romano** Counsellor (Economic Affairs- Ontario) High Commission of Canada and **Chief Guest, Ms. Shivani Wazir Pasrich** CEO and Managing Director SWP Productions.

In the Award Ceremony **Life Time Achievements Award** was presented to **Dr. Blossom Kochhar** Chairperson , Blossom Kochhar Group of Companies.



L To R: Dr. Terrie Romano, Ms. Veena Swarup, Dr. Blossom Kochhar, Ms. Shivani Wazir Pasrich, Mr. Devesh Sachdev and Mr. Rajan Pandhi

Women Entrepreneur Mentorship Award was presented to **Ms. Geetika Dayal** Executive Director ,TiE Delhi-NCR.



L to R: Dr. Terrie Romano, Ms. Veena Swarup, Ms. Geetika Dayal Ms. Shivani Wazir Pasrich, Mr. Devesh Sachdev and Mr. Rajan Pandhi



Group Photograph of DMA All India Women Entrepreneurs Award Winners 2020

DMA All India Women Entrepreneurs Award 2020 were presented to **Ms. Preeti Nagarajan** Director, Incraft Fashion Venture Pvt Ltd, **Dr. Latha Damle** Chief Scientific Officer, Partner & Founder, Atrimed Biotech LLP, **Dr. Mousumi Mondal** Director, Mallipathra Nutraceutical Pvt Ltd , **Dr. Bindu Rana** Founder & CEO, Millennium Education Mgt Pvt Ltd, **Ms. Swati Mahajan & Ms. Ved Mahajan** Director & Chairperson/Founder, knowracle publication & distribution, **Ms. Poonam Tyagi** Founder, Setu, **Dr. Neelam gupta** President & CEO, AROH foundation, **Ms. Anuradha Sharma** Founder & CEO, Fulki Communication Pvt Ltd, **Ms. Neetii Maacker** Co-Founder, MAC Coating Pvt Ltd, **Ms. Chavvi Prabhaka** CEO, Giser Consultants Pvt Ltd/ GI Management Solution LLP, **Ms. Akitha kollo** CEO & founder, Heamac Healthcare Pvt Ltd, **Ms. Anitha Rajagopal** CEO Yaathum Biotech Pvt Ltd **Ms. Uma R.Maheswari** Founder & Director, We-mana nutrition(OPC)Pvt Ltd, **Ms. Rajita Menon** Business Development Manager (Thailand) President(China), Kunming Goldpetal Flowers Co.Ltd , **Chef Kandla Nijhowe**, Humble Pie & Kandla's Kitchen

Mr. Rajan Pandhi delivered the vote of thanks expressing sheer gratitude to IndianOil, IPE, NTPC, NIESBUD ,The Study School, CAREER BEACON, Deloitte, People and Management 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.