



NOWE@DMA

(NETWORK OF WOMEN ENTREPRENEURS)

Presents

11th Women Entrepreneurs Conference

On

Changing Landscape for Entrepreneurs - Aspire, Adapt, Achieve
and

DMA ALL INDIA WOMEN ENTREPRENEURS AWARD 2021

22nd April 2021 (Virtual conference)



Conference
Chairperson



Ms. Veena Swarup
Former Director HR
Engineers India Ltd

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About the conference

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DMA is pleased to welcome you to 11th Women Entrepreneurs Conference.

Entrepreneurship is often said to be the ability and readiness to develop, organize and run a business enterprise, along with its uncertainties. This has been given a thrust through launch of Start up India, Make in India, Atmanirbhar Bharat. In the recent times, a number of Women have found self employment through starting enterprises, and employing others during their entrepreneurial journey. Over time some have scaled up and are now running very successful business while for some the struggle is still on, a difficult terrain to walk on, inspite of the existing Ecosystem for Entrepreneurship. Very often however it is seen that they are not aware of the provisions and policies which can pave their path. The present pandemic has further put things out of gear, thus increasing the struggle.

Network of Women Entrepreneurs @ DMA (NOWE), once again this year brings together a well curated one day Conference for Women Entrepreneurs. With a special focus on the present scenario. The theme of the Conference is " Changing Landscape for Entrepreneurs-- Aspire, Adapt, Achieve".

A distinguished Panel of Speakers from India and Overseas, representing different segments of the Ecosystem for Entrepreneurship, Decision Makers from Government, Investors, Funding Agencies, & Capacity Builders, besides successful Entrepreneurs themselves, will share the policies, provisions and nuances through plenary talks and panel discussions.

This Conference through learnings will be an opportunity to Explore and Experience the existing Framework of Entrepreneurship by Progressive and Successful Entrepreneurs, Starters and Budding Entrepreneurs and for them to Aspire, Adapt and Achieve.

CONFERENCE AGENDA

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Session I: Inaugural

Session II: Adapting to the Changing Environment

This session will dive into the entrepreneurship ecosystem and explore how businesses are transforming their stakeholder experiences through new technology, innovative marketing, data and analytics, and altered working environments. These are insights that will be useful to women entrepreneurs, both established setups and startups.

Session III: Building your Funding Capability

This session will share updates about different sources of funding to start your business and take it to great heights.

Session IV: Lessons Through Story Telling

Entrepreneurs will take us through their own journey of kick-starting their businesses, the challenges they overcame, the facilitators of their success, and the drive that powered them through it all.

Session V: Valedictory and DMA All India Women Entrepreneurs Awards 2021

EMINENT SPEAKERS



Ms. Veena Swarup
Former Director HR
Engineers India Ltd
& Conference Chairperson



**HE Ambassador
Ritva Koukku-Ronde**
Ambassador of Finland
EU Gender Champion for India



Ms. Dagmar Walter
Director
ILO India



**Padma Shri Dr Saurabh
Srivastava**
Chairman
India Operations CA
Technologies & CO-Founder,
NASSCOM



Dr. Yogesh Misra
Vice President
Thomas Assessments
& President DMA



Padma Shri Anu Aga
Former Chairperson
Thermax



Dr. Sunita Sanghi
Former Principal Adviser
Ministry of Skill Dev. and
Entrepreneurship



Mr. Ranjan Mohapatra
Director HR
Indian Oil Corp. Ltd.



Ms. Anuradha Vemuri
Advisor
Ministry of Skill Development
and Entrepreneurship



Dr. Darlie Koshy
CEO
Apparel Training & Design Center
(ATDC) & Author of Runway to
Skilled India



Ms. Padmaja Ruparel
Co-Founder
Indian Angel Network



Dr. Blossom Kochhar
Chairperson
Blossom Kochhar
Group of Companies



Dr. Amita Dev
Vice Chancellor
IGDTUW



Dr. Shikha Sharma
Founder
Dr Shikha's Nutri Health



Mr. Sunil K Marwah
CEO
Sector Skill Council for Food
Processing



Ms. Seema Chaturvedi
Managing Partner
AWE Funds



Dr. Manish Diwan
Head – Strategic Partnership &
Entrepreneurship Development
BIRAC



Ms. Anu Acharya
CEO
Mapmygenome



Dr. Sriparna B Baruah
Head
(Centre for Industrial
Extension) Indian Institute of
Entrepreneurship



Mr. Kelvin A. Sergeant
Sustainable Enterprise
Development Specialist
ILO Decent Work Team for South
Asia



Mr. Ullas Marar
Head
Project Her & Now
GIZ India



Ms. Mahua Venkatesh
Executive Editor
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Ms. Sudepta Veerapaneni
Director Supply Chain Network
Deloitte India



Ms. Jesmina Zeliang
Cultural Entrepreneur
COA Member , Export
Promotion Council for
Handicrafts & Executive
Member , Handicrafts &
Carpet Sector Skill Council



Ms. Shweta Punj
Senior Editor
India Today Group



Ms. Madhuri Dubey
Founder
National Skills Network



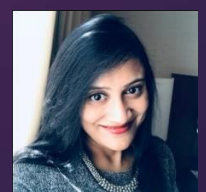
Dr. Tripti Toor
Associate Professor
IILM



Ms. Sanchita G. Mishra
Director
Vision360 Management
Consulting



Ms. Pooja Bajpai
Founder Director
The Talent Alchemy



Ms. Sanchita Biswas
Orange Business Services, Head of
Expertise & Solution Center and
Technology
Incubation Center

WHY ATTEND?



The conference will give you an exciting opportunity to experience the challenges and triumphs of **women entrepreneurs**.

It will provide you an opportunity to hear from successful women entrepreneurs, network with them, know about their entrepreneurial journey, and get inspired by them.

You can also use this platform to build your network, find founders, co-founders, and customers, and build alliances to kick-start your enterprise.

Your greatest takeaway from this conference will be know-how of successful entrepreneurial journeys from which you can draw inspiration and take your own aspirations forward.

WHO SHOULD ATTEND



Corporate professionals, business owners, academicians, freelancers, consultants, angel investors, and of course - women entrepreneurs (whether aspiring, just starting out, or well-established).

Here are some questions to help you decide:

- Are you keen to accelerate the growth of your enterprise?
- Are you looking forward to start on your own business?
- Are you looking forward to connect with a mentor?
- Are you looking forward to grow your network?

If you answered 'Yes!' to those questions, welcome to the conference!

Administrative Details

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Date : 22nd April 2021
Registration : 9.30 a.m. To 10.00 a.m
Conference Timing : 10:00 a.m. To 2.30 p.m.
Registration Link : <https://forms.gle/ddgdGqPGvuBObfyq6>

Delegate Fee:(per participant)

Rs. 500/- for NOWE@DMA Members Rs. 500/- for Academicians
Rs. 600/- for DMA/AIMA Members Rs. 750/- for Non-Members
Rs. 200/- for Students

Plus 18%GST extra Payment Link https://www.instagram.com/@dma_55
DMA GST No.07AAATD0225CSD1ZJ

For participation/ registration please contact:

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For sponsorship opportunities and branding options for your organization, please contact:

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Former Director HR
Engineers India Limited

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Edge

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Dr. Hena Singh
Faculty
Department of Political Science

Ms. Monisha Bhandari
Manager- Talent
Deloitte

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Group Head HR
DMI Finance

Lt. Rita Gangwani
Pageant Coach, Personality,
Development mentor

Ms. Sanchita G. Mishra
Director
Vision360 Management
Consulting

Dr. Swapna Mishra
Director (C & T)
Textile Sector Skill Council
(TSC)

Dr. Tripti Bajpai Toor
Associate Professor
IILM University

Ms. Diya Malhotra
Director – Talent
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Head of Expertise & Solution
Center and Technology
Incubation Center

**Prof.(Dr.) Sanghamitra
Buddhapriya**
Dean (Academics)
FORE School of Management

Ms. Thilakam Rajendran
Founding Partner
ATPAR

Ms. Vijaya Sampath
Former HR Lead
Deloitte

About " Delhi Management Association"

"A Forum for Business, Interactions and Networking"

DMA is a Centre of Management Excellence to facilitate individuals and organizations to realize true potential through superior Management Practices.

Established in the year **1955**, **Delhi Management Association (DMA)** is a **premier professional body** devoted to **evolving and disseminating latest management principles & practices** and acts as a **"Think Tank**. DMA is a non-profit and autonomous entity which focuses on providing a **wide range of services** aimed at **enhancing managerial effectiveness** in the broad sphere of business management activities.

DMA is founded on the belief that good management achieves social objectives through the best use of material, human energy and time and with satisfaction for the participants and the public.

The association has a distinguished membership with **Individual Professional** and **Organizational members**. These represent a select **group of professionals** from **Govt., PSUs, Corporate, Private Organizations** and **Academic Institutions**.

OUR VISION

"To be a Centre of Management Excellence"

OUR MISSION

- **Inspire Individuals to actualize their potential**
- **Nurture creativity and originality**
- **Be a reservoir of expertise in management**

DMA is governed by a Managing Committee which includes **distinguished persons** from **Industry, Government, Academics** and **Management Profession** ably supported by a full time secretariat. DMA has its own office with Conference Facilities at the prestigious and centrally located **India Habitat Centre** on **Lodi Road, New Delhi**.

DMA's **major activities** encompass: **Holding of Industry/ Societal relevant MDPs, Seminars** and **Brain Storming** sessions on contemporary management issues, **Monthly evening professional Talks, Study projects**, quarterly management journal (***E-Management Review***), monthly ***E-Newsletter***, felicitating **Best management practices** through **Awards and Honors** and also to **conduct** various **customized** activities for different sectors of the corporate fraternity. **Multifarious activities** are carried out through the support of the various **Functional Committees**.