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'Only women can do justice to certain health-related startups'

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Business Bureau,

Lady Entrepreneurs Wing (LEW) of Vidarbha Industries Association (VIA) organised an awareness programme by IIM, Nagpur who have partnered with N S Raghavan Centre for Entrepreneurial Learning (NSRCEL) at IIM Bangalore for the 'Women Startup Programme' this year.

Prof Thiagu Ranganathan, Chairperson of Women Startup Programme, IIM Nagpur explained the three reasons why women entrepreneurship is important, namely, entrepreneurship is important, women entrepreneurs making use of the funds allocated for them is just 2 per cent and there are certain health related startups that only women can do justice to.

Bharath Raj Sreeram, N S Raghavan Centre for Entrepreneurial Learning, IIM Bangalore explained about the women startup programme being offered by IIM, Bangalore in association with IIM Nagpur. The programme, funded by Goldman Sachs and Department of Science and Technology (DST) is targeted at aspiring women entrepreneurs. The programme aims to convert entrepreneurial business ideas by women into business ventures and will provide training in managerial and entrepreneurial skills for the participants. Dheepthi Jaysimha, N S Raghavan, Centre for Entrepreneurial Learning, IIM Bangalore also replied queries of audience.

At the end of the training, the programme will provide mentoring and advise, and incubation with modest financial support for selected business plans. For the year 2018-19, the programme intends to incubate 100 women entrepreneurs across the length and breadth of the country, he said. The

programme was conducted by IIM Bangalore in 2016-17 and 15 women entrepreneurs were incubated at the NSRCEL. He said, "This programme will help in unleashing the entrepreneurial potential of aspiring women entrepreneurs in Nagpur."

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He appealed that women should go ahead and register on: wsp.nsrcele.org. The registration for the programme is free. The registered participants will participate in a Massive Online Open Course (MOOC) starting from January 22, 2018 which will be followed by two boot camps and incubation for shortlisted participants. Earlier, Prafullata Rode, aAdvisor of VIA-LEW said, in her opening remarks that woman entrepreneurship is the way to women empowerment.

Shachi Mallick, Chairperson of VIA LEW gave the welcome address. Atul Pande, President of VIA also addressed the gathering. The programme was conducted by Prafullata Rode while vote of thanks was proposed by Reeta Lanjewar, Secretary, VIA LEW.

Also present on the dias were Dr Suhas Buddhe, Secretary of VIA, VIA LEW executive members-- Anita Rao, Vandana Sharma, Indu Kshirsagar, Chitra Parate, Manisha Bawankar, Neelam Bowade, Rashmi Kulkarni, Poonam Lala and Meenal Khedikar. Large number of entrepreneurs, students and housewives were present.