

Event Report

1. **Name of Event:** Empowering Women Entrepreneurs
2. **Nature of the Event:** Mentoring Session
3. **Date:** 4th Feb, 2025
4. **Time:** 03:30 to 05:00 P.M.
5. **Venue:** Auditorium, SOT, GSFC University
6. **Organized by:** GSFC University, GUIITAR Council, SSIP, Startup Gujarat and IIC (MoE GoI)
7. **Number of Participants:** 55, Annexure – 1
8. **Speaker:**
 - Ms. Memta Shah, CEO, Mamta Shah & Associates, Vadodara
 - Dr. Krupa Mehta, Founder and CEO, Strinovation Foundation, Ahmedabad (Virtual)
 - Ms. Shweta Upadhyay, Founder Director, Unidiversity Global LLP & Executive Director, TiE Vadodara
9. **Major discussions in the event:**

The GUIITAR Council organized a talk session on "Empowering Women Entrepreneurs" on 4th February 2025, from 3:30 P.M. onwards at GSFC University. The session aimed to provide aspiring women entrepreneurs with valuable insights into business growth, financial independence, and leadership in the entrepreneurial ecosystem.

Challenges and Opportunities for Women Entrepreneurs

The session opened with a discussion on the key challenges women entrepreneurs face, such as:

- **Limited access to funding:** Women often face difficulties in securing funding due to biases in investment sectors and lack of collateral.
- **Societal expectations and biases:** Traditional roles and stereotypes sometimes discourage women from taking leadership positions in businesses.
- **Work-life balance struggles:** Managing both professional and personal responsibilities can be challenging, requiring strong support systems and strategic planning.

Speakers highlighted opportunities available through:

- Government initiatives supporting women-led startups: Programs that provide financial support, mentorship, and incubation for women entrepreneurs.
- Private sector programs fostering women entrepreneurship: Large corporations and venture firms increasingly offer funding and guidance to women-led enterprises.
- Grants, mentorship programs, and networking opportunities: Women were encouraged to seek professional mentorship, participate in networking events, and leverage grants to grow their businesses.

Financial Independence and Investment Strategies:

One of the primary discussions revolved around the importance of financial literacy and investment strategies for women entrepreneurs.

The speakers emphasized:

- The need for proper budgeting and financial planning: Ensuring that financial resources are allocated efficiently for business sustainability.
- Exploring funding sources such as:
 - Venture capital: Investors seeking high-growth potential startups.
 - Angel investors: Individual investors supporting promising women-led businesses.
 - Government-backed financial assistance programs: Special grants and low-interest loans for women entrepreneurs.
- Real-life success stories: Examples of women entrepreneurs who successfully secured funding and managed finances strategically to achieve business growth.

Leadership and Business Growth:

The event also focused on:

- Building leadership skills: Developing confidence, decision-making capabilities, and the ability to inspire teams.
- Effective decision-making: Understanding how to assess risks, analyze market conditions, and make informed business choices.
- Developing a strong professional network: Establishing valuable connections in the industry that can provide mentorship, business collaborations, and funding opportunities.

Women entrepreneurs shared their experiences in:

- Navigating leadership roles: Overcoming initial doubts and proving their capabilities in business management.
- Managing teams efficiently: Balancing delegation and authority to maximize productivity and teamwork.
- Fostering innovation in their businesses: Implementing new technologies and strategies to stay competitive in the market.

The discussion underscored the significance of:

- Self-confidence: The foundation of a strong entrepreneurial journey.
- Resilience: Overcoming setbacks and continuing forward with determination.
- Adaptability: Being flexible and responsive to market trends and customer demands.

Innovation and Digital Transformation:

Speakers emphasized how technology plays a crucial role in modern businesses, including:

- The impact of digital marketing: Using social media and online platforms to reach a wider audience and enhance brand visibility.
- The expansion of market reach through e-commerce: Selling products and services online to tap into global markets.
- AI-driven business models: Leveraging artificial intelligence to automate operations, personalize customer interactions, and improve decision-making.

Participants were encouraged to:

- Embrace digital transformation: Integrating technology into various business operations for efficiency and scalability.
- Leverage technological tools: Utilizing digital platforms, analytics, and automation to streamline business processes and remain competitive in a fast-changing market environment.

Work-Life Balance and Entrepreneurial Mindset:

A key segment of the talk addressed the importance of balancing professional and personal responsibilities. The speakers shared insights on:

- Time management techniques: Prioritizing tasks, setting schedules, and maintaining productivity.
- Stress management strategies: Practicing mindfulness, maintaining a support network, and ensuring work-life harmony.

- Developing an entrepreneurial mindset: Cultivating resilience, curiosity, and the drive to continuously improve.

Strategies discussed included:

- Delegation of tasks: Distributing responsibilities effectively within a team.
- Outsourcing non-core functions: Allowing external experts to handle tasks like accounting, marketing, and logistics.
- Leveraging community support: Engaging with industry networks, professional groups, and family support systems for motivation and practical assistance.

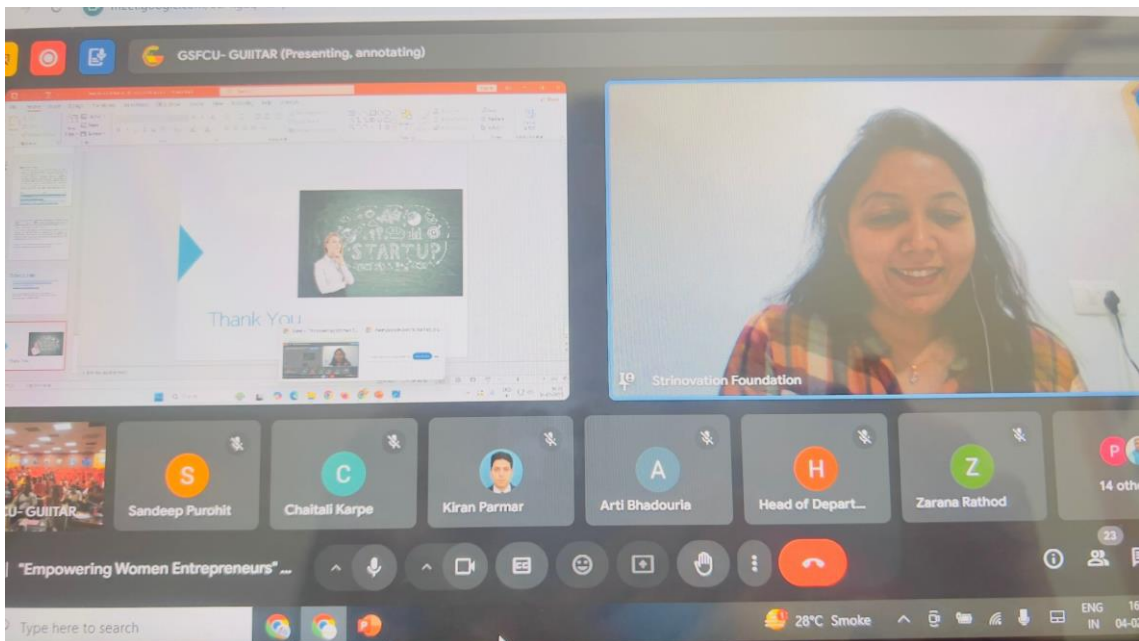
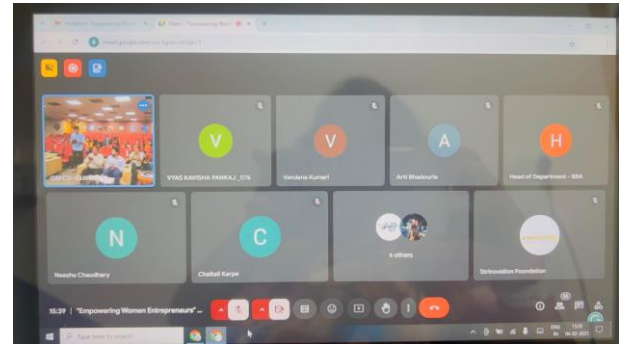
The session concluded with an engaging Q&A, where participants interacted with the speakers to seek guidance and clarity on their entrepreneurial aspirations. The event successfully inspired and motivated aspiring women entrepreneurs to take proactive steps toward their business ventures.

10. **Learning outcomes of the event:**

- Understanding the entrepreneurial landscape and opportunities for women.
- Recognizing the importance of financial literacy, investment, and funding options for startups.
- Gaining insights into overcoming gender-based challenges in business.
- Learning from real-world success stories and applying innovative strategies.
- Developing leadership, negotiation, and strategic networking skills.
- Understanding the role of government initiatives and incubation programs in supporting women entrepreneurs.
- Building a strong professional network for long-term business growth.

11. Photos







Annexure -1**Participants Details**

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