

# **GH Rasoni College of Engineering, Nagpur**

(An Autonomous Institute Affiliated to RTM, Nagpur University)

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## **Joy of Being A Woman Entrepreneur**

G H Rasoni College of Engineering, Nagpur and Sadabai Rasoni Women's College, Nagpur in association with TiE Nagpur & proposed IEEE Nagpur subsection organized workshop on 'Joy of Being A Woman Entrepreneur' on 9<sup>th</sup> march 2017.

Eminent persons Gurinder Singh-CEO&Founder LeanLex, Kristine Quine, Consultant, Zankhana Kaur, Director Ybiz, Dr. Preeti Bajaj, Director-GHRCE, Ms. Rita Agarwal, Amina Vali Principal, Sadabai Rasoni Women's College, Ms. Chenali Bisen, Member, TiE Nagpur, Akhila Rajeshwar were part of the panelist.

Dr. Rita Agrawal was the moderator of the session. When introducing the panelists she said that 'as women we should be really proud of ourselves, just being ourselves'. During session discussion held over following questions.

- **Why you wanted to become a entrepreneur?**

Gurinder Singh shared her experience for need of women entrepreneur. She pointed, in recent days there is rapid change in technology, financial challenges and marketing challenges. If group of friends can start the start ups, so risk can be divided in group and effective marketing strategy can be developed for long term survival of entrepreneurship.

- **What are the different problems faced by women while setting up entrepreneurship?**

Dr. Rita Agrawal states that early marriages of girls, no vision and mission of life, non-support of parents are the common problem faced by the women. Panelist suggested every woman should look into her own strength, weakness and opportunities to set up entrepreneurship.

- **What is your advice to become successful entrepreneur?**

Kristine Quine shared her real example and suggested women should not hesitate to do any work and should speak loudly with confidence, open up idea, take risk, identify own passion of work, request family members what you want to do? Why you want to do? What are the benefits out of it? Definitely at one point family members would convert into positivity and will support them into set their entrepreneurship and business. There are numbers of opportunities where women can start their own start up; they just need to grasp it.

- **Is really mentor required to set up entrepreneurship?**

Yes. Every person can identify their own role model, observe him/her closely. They are the persons who help you to overcome the problems and convert problems into opportunities.

In Interaction session with students, students asked few interesting questions to panelist such that what they should do when parents oppose them while setting up entrepreneurship during their graduation. In reply of this panelist answer to first complete their study or graduation or simultaneously can think upon the business idea. Don't give up idea. As soon as they finish the study, they can convince their parents and can start their own start ups. They must prepare themselves for failure. As a part of curiosity, panelist given the statistics that in India only 9.7% women are entrepreneur,

where 29% women are entrepreneur in Canada and developed nations. So,there is a huge opportunities for women to become entrepreneur.

An interesting question asked by students that how finance will be arranged for entrepreneurship? Panelist suggested there are few angel investors, institutions like TIE Nagpur and numbers of investors are ready to invest in entrepreneurship. There is no need to use the own fund.

Total 649 girl students participated from G H Raisoni College of Engineering, Nagpur, S. B. Jain Institute of Technology, Management and Research, Sadabai Raisoni Women's College &G H Raisoni Institute of Information Technology. Students shown satisfaction that this program is very fruitful to them and they will think positively towards becoming the entrepreneur.



Group photograph of all panelists during 'Joy of Being A Woman Entrepreneur'