



Programme on **Encouraging Women Entrepreneurship**

Sunday, December 04, 2016 • 9.30 am to 12.30 pm

Venue: Torrent-AMA Management Centre, Core-AMA Management House ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad

Background: Women empowerment is increasingly under focus. The need to encourage women in to entrepreneurship is considered to be one of the key steps towards women empowerment. Women of today's world are equal or more than equal to successfully take up projects / ventures of all kind. At the same time entrepreneurial opportunities for women also may take in to account certain factors to make the initiation process smooth.

The half day program would assess such challenges and opportunities. Based on the same it would suggest a set of business opportunities for potential & also existing women entrepreneurs.

Program coverage & Mode

The proposed half day program would cover mainly following aspects by way of an overview

- Challenges and opportunities for women entrepreneurs
- Environment scanning to identify suitable business opportunities for women
- Suggested domain areas and illustrative business opportunities
 - Mainly in small & medium scale sector
 - Also focus on business opportunities in Service sector and E- commerce segment
- Highlighting relevant Government (both Central and State) incentive schemes for financial and other support
- Case study
- Interaction with a successful women entrepreneur

For Whom: Women with a desire to be an entrepreneur, existing women entrepreneurs wishing to diversify and or expand & Students would find this program relevant and useful.

Coordinator & Faculty : Mr Padmin Buch: A project management professional with more than 25 years of experience in project identification, selection and project finance. Former Managing Director of GITCO. Presently senior visiting faculty with EDI and CEPT University.

Faculty : A successful women entrepreneur in the small / medium sector
Fee : Rs.700/- per participant inclusive of Service Tax. Fee includes course fee, cost of reading materials & Hi-Tea. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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REGISTRATION FORM: Please fill-in and return this form along with participation fee to:
Ahmedabad Management Association, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.
Phone: 079-26308601-6 • **Fax:** 079 - 26305692 • **E-mail:** ama@amaindia.org • **Website:** www.amaindia.org
 Cheque should be drawn in favour of "Ahmedabad Management Association".

Name(s)	Designation:
1. _____	_____
2. _____	_____
Organization: _____	
Address: _____	
Pin Code: _____	
Telephone(s): _____	
Mobile: _____	
E-mail: <input style="width: 100%;" type="text"/>	