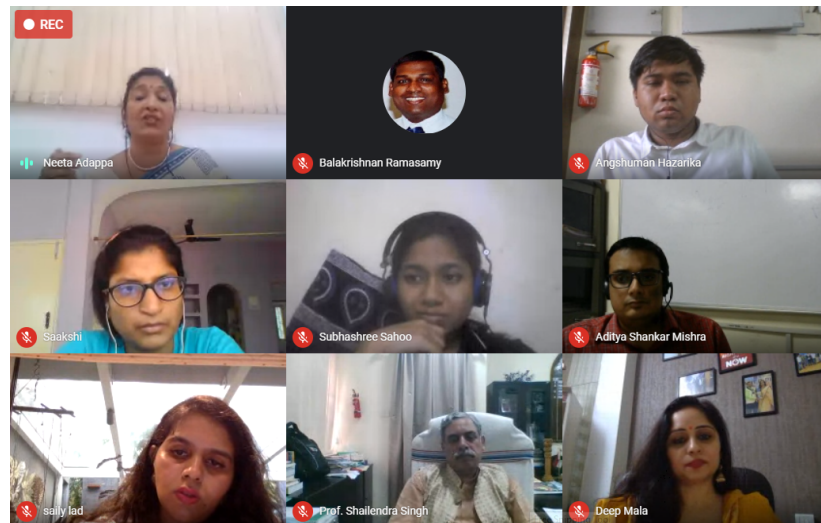


IIM Ranchi, ABVCLPG conducted e-Symposium on “Women of Faith-Series-II”

By Campus Varta - August 28, 2020

In this e-Symposium Ms. Deep Mala, Founder at The Visual House, Ms. Saily Lad, Director at Volksara Techno Solutions, Ms. Neeta Adappa, Founder at Prakriti Herbals shared their journey as women entrepreneurs. They spoke about how they have changed challenges into opportunities and opportunities into success stories.

Nothing came easy in life to the budding entrepreneurs. Their entrepreneurship journey was a roller coaster ride. Their business started in a garage with very less amount and now are embarking on their successful journey. The mantras to achieve success is to observe, learn, build team, take small steps, strategize, achieve new goals. To ensure success an entrepreneur has to handle all the departments. Be it HR, Finance, Marketing, Operations and others. Each and every department has to run consistently.



Their journey has been exemplary. In India social expectations and gender stereotypes are still prevalent. The sector which they were working was male dominant and they created a niche for themselves and their enterprise. Flexibility was the biggest advantage these women entrepreneur’s had. It was all about managing: Managing work, managing home, managing team and others.

Covid-19 was a challenge for their start-ups. The speakers accepted it and acted accordingly.

While doing so, they didn’t look for immediate result. They looked for immediate action, which created peace and progress. The secret of getting ahead, is getting started.

To sum it all “If you don’t get an opportunity, you have to create one”.

Honourable Director Dr. Shailendra Singh graced the occasion. He provided an introduction to the Atal Bihari Vajpayee Centre for Leadership, Policy, and Governance(ABVCLPG), IIM Ranchi. He said ABVCLPG is a tribute to Honourable Atal Bihari Vajpayee as he was the statesman who has started this state. He congratulated each of the speakers for their ventures and wished them success for future endeavours. Dr. Aditya Shankar Mishra, Co-Chair of the Centre presented welcome speech and extended vote of thanks. Dr. Angshuman Hazarika coordinated the event. Participants across India attended the e-Symposium. The e-Symposium will be available on all social media platforms. It was an interactive session and Questions & Answers took place after the event.

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