



PRESS RELEASE

International Conference On Women Entrepreneurship – Challenges & Emerging Opportunities 20 – 21 March 2014

International Conference on Women Entrepreneurship – Challenges & Emerging Opportunities commenced on 20 March 2014 was organised during 20- 21 March 2014. A total of 80 participants including foreign participants from more than 34 countries: India, Ethiopia, Hungary, Sudan, Ivory Coast, Ecuador, Nepal, Tajikistan, Poland, Madagascar, Venezuela, Cambodia, Peru, Kyrgyzstan, Liberia, Bangladesh, Comoros, Kazakhstan, Sri Lanka, Kenya, Mauritius, South Africa, Lesotho, Nigeria, Myanmar, Laos, Bulgaria, Guinea Bissau, Niger, Tuvalu, Syria, Uzbekistan, St. Lucia, and Morocco attended the conference.

During the inaugural session, Chief Guest, Dr. M M P Akhouri, Ex-Executive Director, NIESBUD and Shri Arun Kumar Jha, Director General, NIESBUD, highlighted the importance of Women Entrepreneurship in the National and World economy.

More than 20 speakers specialised in their field covered the following session theme during the conference:

- Women Entrepreneurship – Global Status and Issues
- The Society, Social Media and Marketing for Women Empowerment
- Women Specific Sectors, Issues
- Marketing Strategies for Women Entrepreneur
- Support System for Women Entrepreneur
- Process and Problems of Women in Entrepreneurship and Intrapreneurship

Each theme was chaired and contributed by the eminent professionals like Dr. M M P Akhouri, Ex-Executive Director, NIESBUD, Shri Rajive R Thakur, Director, Jaipuria Institute of Management, Dr. S.P. Mishra, Ex-Vice Chancellor, Mrs. Rita Sengupta, Advisor, NIESBUD, Dr. Preetam Khandelwal, Professor, Delhi University, Dr. Ajay Sharma, Director General, KIET.

During the Valedictory Session, Chief Guest Shri Roy Mathrani, Director General, International Centre for Information Systems and Audit (iCISA), appreciated the role of Women in the global world and stated that there was a strong need for women participation for the progress and development of the countries. Such conference could play an important role on that direction.

