

**GES  
2017**

**6<sup>th</sup>  
GLOBAL  
ECONOMIC  
SUMMIT**



**WORLD TRADE CENTRE™  
MUMBAI**

Promoted by **MVIRDC**  
M. Vivekananda Industrial Research and Development Centre



**All India Association of Industries**

# **WOMEN'S EMPOWERMENT**

**Entrepreneurship, Innovation & Capacity Building**

**March 27-29, 2017**

**World Trade Centre Mumbai**



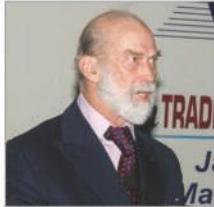
A Report  
**Conference | Exhibition | Handbook**  
**Awards | B2B Meetings**  
**Field Trips**



# Dignitaries at Global Economic Summit

## Theme of Global Economic Summit

- Trade and Investment Opportunities, 2010
- Small and Medium Enterprises, 2011
- Indiabilia, 2012
- Clusters in One World: Perspectives from Many Nations, 2013
- Asia Powering Global Markets, 2014
- Enabling Food for All, 2015
- Women's Empowerment: Entrepreneurship, Innovation & Capacity Building, 2017



**HRH Prince Michael of Kent UK**



**Mr. Andrey Murga**  
Deputy Head, Stavropol Region  
**Russia**



**Dr. Ramakrishna Sithanen**  
G.C.S.K. Vice Prime Minister &  
Minister of Finance and  
Economic Empowerment,  
**Mauritius**



**Mr. Wojciech Jankowiak**  
Deputy Marshal of the  
Wielkopolska Region,  
**Poland**



**Hon'ble Mr. Donald H. Oliver**  
Q.C., Senator, Senate of  
**Canada**



**Mr. Yonov Frederick Agah,**  
Deputy Director-General,  
World Trade Organization  
(WTO), **Geneva**



**Ms. Suvi Linden**  
Hon'ble Minister of  
Communications, Ministry of  
Transport & Communications  
Government of **Finland**



**Mr. Jean-Luc Schneider**  
Deputy Director, Economics  
Department, The Organisation  
for Economic Co-operation  
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**Mr. Leszek Wojtasiak** Marshal,  
Wielkopolska Region, **Poland**



**Dr. Hameed Nuru**  
Representative and Country  
Director, World Food  
Programme (**WFP**)



**Ms. Michele Weldon**  
Strategic Partnerships  
Coordinator, **UN** Women Office  
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Sri Lanka



**Mr. Marco  
Marzano de Marinis**  
Executive Director, World  
Farmers Organisation, **Italy**



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## *Chairman's Message*

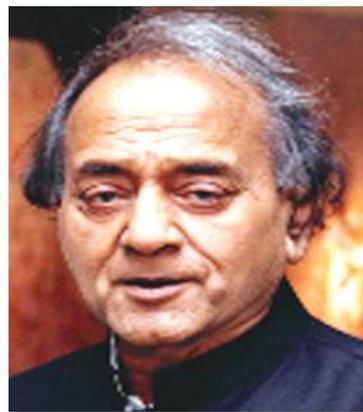
**W**omen's Empowerment is a subject least spoken about as women's contribution to world GDP has still to be realized and recognized. It is an undeniable reality that women make up for one-half of humanity and so, it is upon policymakers and top management of corporates to review and take stock of women's empowerment issues and work toward making women economically independent. Bringing women to the fore by increasing their participation in discussions and in decision-making fora will only enable them to shape their future and in turn shape economies.

Acknowledging this important fact, World Trade Centre Mumbai along with All India Association of Industries organized the 6<sup>th</sup> Global Economic Summit on the theme 'Women's Empowerment: Entrepreneurship, Innovation and Capacity Building' from March 27-29, 2017 at the World Trade Centre Mumbai. The Summit received an overwhelming response from across 20 countries, witnessing participation of women entrepreneurs from Maharashtra and other states of India, besides, overseas.

The Summit was structured in a way to bring together Indian and international experts, business leaders, entrepreneurs and manufacturers with a view to help them to interact, collaborate and further their business interests, providing them the opportunity to share knowledge, best practices, emerging concepts, network and participate in the pre-arranged business-to-business (B2B) meetings in a variety of formal and informal settings.

Concurrent to the Summit, an Exhibition was organized which showcased products and services by women entrepreneurs and innovators. Field Trips to women-owned and managed enterprises provided a first-hand understanding of their aptitude and skills.

At the Conference, a Handbook comprising articles by experts, entrepreneurs, academicians



on best practices, case studies, success stories and key issues in promoting women's empowerment through entrepreneurship, innovation and capacity building was released by the Chief Guest Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva in the presence of other dignitaries from India and abroad.

The Summit honored Women Achievers from across sectors which included education, policy, women in trade and business, artists, NGOs as well as differently-able girls who have taken professions such as jewellery designing, painting, music among others. These awards were presented to women who have achieved economic independence.

On this occasion a Report on the Global Economic Summit 2017 has been put together covering the proceedings of the Conference, B2B Meetings, Exhibition, Field Trips and other events during the Summit. A White Paper on policy recommendations to promote women's participation in entrepreneurship and international trade has also been included in this Report.

We hope this Report would serve as a reference guide to policymakers, academicians, women business chambers and all stakeholders working toward creating equality among women and men in all aspects of life.

**Kamal Morarka**  
**Chairman**  
**World Trade Centre Mumbai**

## *Preface*

The 6th Global Economic Summit on Women's Empowerment: Entrepreneurship, Innovation & Capacity Building was a unique initiative to connect women entrepreneurs in India, especially in Maharashtra, to the global value chain. The overwhelming response to this event demonstrates the progressive spirit of women across countries.

Women represent almost 50% of population in India and their participation in economic activity can add tremendous boost to the GDP growth of the country. In fact, women's economic empowerment can contribute to the success of Government of India's ambitious programmes such as Make in India, Skill India, Digital India, Start-up India, Jan Dhan Yojna and so on.

World Trade Centre Mumbai (WTC) and All India Association of Industries (AIAI) organized the 6th Global Economic Summit to highlight the significance of women's contribution to the economy.

The three-day Summit had six-panel sessions which were designed to incorporate almost every aspect concerning women's empowerment. The sessions examined the opportunities and challenges faced by women and discussed the way forward. It highlighted some of the successful initiatives and provided a platform for sharing their insights on gender equality in promoting business and decision-making processes across sectors. Issues and perspectives in policy making for women's empowerment were also discussed. The sessions also highlighted the importance of capacity building for women's empowerment through cross-country perspectives.

The Summit discussed entire gamut of issues including challenges faced by women in international trade, role of capacity building, women's



empowerment and sustainable development goals, women's excellence in arts and culture etc.

Around 100 speakers from Bangladesh, Bhutan, Sri Lanka, USA, Iran, Czech Republic and other countries have shared the experience of their countries in women's empowerment.

The Summit provided a forum for local women entrepreneurs to explore business opportunities with delegates from around 25 countries.

This Proceedings Report documents the key highlights of the Conference, B2B Meetings, Exhibition, Field Visits and other events during the Summit.

I would like to quote this famous saying which defines Women's Empowerment "Confidence and empowerment are cousins in my opinion. Empowerment comes from within and typically it is stemmed and fostered by self-assurance. To feel empowered is to feel free and that's when people do their best work. You can't fake confidence or empowerment." – *Amy Jo Martin, American Author, Speaker, Entrepreneur, and Founder & CEO of Digital Royalty*

**Vijay Kalantri**

**President**

**All India Association of Industries**

## Executive Summary

Women represent one-half of the world's population; and the United Nations' Sustainable Development Agenda 2030 heightens the imperative to work toward their empowerment. Recognizing women's contribution to business and economic growth, world leaders came together to formulate policies to address women's issues in various strata of society, across regions, for inclusive growth, in alignment with the UN's Sustainable Development Goals (SDGs) and UN Women's Empowerment Principles (WEPs) at the 6<sup>th</sup> edition of the Global Economic Summit that focused on Women's Empowerment in the social and economic spheres in this context.

The Summit was inaugurated by Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva along with Mr. Yonov Frederick Agah, Deputy Director-General, World Trade Organization (WTO), Geneva, Ms. Michaela Marksová, Hon'ble Minister, Ministry of Labour and Social Affairs of the Czech Republic, Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, International Trade Centre (ITC), Geneva, Ms. Nora K. Terrado, Undersecretary (Deputy Minister), Department of Trade and Industry, Industry Promotion Group (IPG), Philippines and Dr. Ruby Dhalla, Canadian Politician.

The Summit, under its core theme of 'Women's Empowerment: Entrepreneurship, Innovation & Capacity Building', discussed the evolving woman in the 21st century, achievements of women in Science, Technology, Engineering and Mathematics (STEM) besides other diverse fields. The deliberations included issues relevant to women's leadership and women's foray in business domain, such as leadership, economic and social entrepreneurship, development and promotion of women-led SMEs, skill development, financing and the role of government and institutional support, women empowerment and capacity

building and social entrepreneurship, women's role in diversity, in arts and culture.

The Summit provided an insight into how diverse businesses around the world are implementing WEPs and striving to achieve the new SDGs.

The three-day event focused on diverse issues of women in various socio-economic spheres. The event rolled out a roadmap for future action plans and programmes to encourage women's participation in the economic development process.

Experts, academicians, women in trade and business, policymakers from India and over 20 countries shared their experiences and perspectives on women's empowerment.

National policies and international programmes supporting women's empowerment, opportunities and challenges faced by women entrepreneurs in the global market place, skill development for economic inclusion, role of intermediaries in the development and uplift of women besides value addition to businesses and the role of women in global value chains were discussed by the experts.

The Summit felicitated women for their exemplary work, for their contribution to the ethos of their generation in their chosen fields and also for having brought about significant changes to the socio-economic condition of their communities. Women's contributions in various sectors by way of entrepreneurship and leadership/innovation were honoured under the following categories :

- Social Work
- Academics
- Science and Technology
- Arts and Culture
- Women Entrepreneurs
- Corporate Leadership

Alongside the conference, an exhibition to showcase products made by women entrepreneurs from India and overseas was organized. This

involved women representing a wide range of businesses, SMEs, institutions and NGOs.

The exhibition showcased products and services reflecting the accomplishments of women entrepreneurs and innovators across health and wellness, arts and crafts, textile and apparel, household items, banking and insurance services, women clusters, livelihood intervention programmes, educational institutions, social entrepreneurs and NGOs.

Summit Handbook on 'Women's Empowerment' featured a compilation of research papers, case studies, success stories, articles, interviews, reports and analysis on various perspectives, approaches, good practices, in promoting empowerment, innovation and entrepreneurship by women leaders.

Key highlights of the Summit are over 2000 visitors, 500 pre-arranged business-to-business meetings (B2B) and networking sessions. The Summit provided opportunities to Start-ups and established women entrepreneurs to interact with

potential partners and collaborators with a view to expand their businesses, both domestically and globally.

Visits to women-owned and managed enterprises was organized for the international delegates to Women's India Trust (WIT) at Panvel, New Mumbai. This field trip, facilitated the delegate to gain a first-hand understanding of the aptitude and skills of women enterprises in India.

The Summit served as a successful networking platform for women to engage in meaningful dialogues with a view to advance their business range and competitiveness.

Over 450 delegates from India and 20 other countries participated in this significant Summit.

The Summit was well appreciated by the delegates for its thought provoking Conference, meaningful exhibition, fruitful B2B Meetings and fascinating cultural programmes.

The following two quotes precisely summarize the discussions and deliberations at the 6<sup>th</sup> Global Economic Summit on "Women's Empowerment: Entrepreneurship, Innovation and Capacity Building"

**"Power can be taken, but not given. The process of the taking is empowerment in itself."**

By Gloria Marie Steinem, American Feminist, Journalist, and Social and Political Activist

**"If you economically empower a woman, she represents enormous opportunity that can actually be transformative not only for her family and for her community, but at the aggregate level for the economy."**

By Sheryl WuDunn, American Business Executive, Writer, Lecturer, and Pulitzer Prize winner

## SheTrades launched by International Trade Centre (ITC)

**S**heTrades, a mobile and web application, was officially launched in Mumbai by Ms. Dorothy Tembo, Deputy Executive Director, International Trade Centre (ITC), Geneva. WTC Mumbai and AIAI were announced as Verifiers of Women-owned Enterprises Registering on SheTrades

An initiative by International Trade Centre (ITC), SheTrades is a web and mobile-based business networking platform that aims to connect 1 million women-owned enterprises across the globe to market by 2020.

Buyers – whether from the private sector or the government – interested in finding suppliers of women-owned enterprises can access businesses registered on SheTrades. The SheTrades app has an easy-to-use, swipe functionality, based on HS code classification and services categorization, to enable buyers find women entrepreneurs.

The app, based on internationally recognized business protocols, also provides users the opportunity to create new businesses, in real time, in a user-driven, dynamic and user-friendly space. Through a series of customized filters, companies can also identify women entrepreneurs who can meet their sourcing requirements. As a SheTrades member, companies have full access to women entrepreneur profiles and company information.

### The verification process

The app works with partners to verify registered women entrepreneurs. A growing number of credible organisations such as SDI International, KAGIDER, PROMPERU, CAWEE and IWCA have already confirmed their place on the platform to verify women entrepreneurs who are members of their networks. This functionality provides a form of reference for women entrepreneurs registered on the app, enhancing their credibility to potential business partners.

Thousands of women entrepreneurs have already joined the rapidly growing network on the app.



## SheTrades.....

Connecting one million  
women entrepreneurs  
to markets by 2020

Register on the SheTrades website:

[www.shetrades.com](http://www.shetrades.com)

## Dignitaries at the Inaugural Session



### Keynote Address

Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva



### Plenary Address

Mr. Yonov Frederick Agah, Deputy Director-General, World Trade Organization (WTO), Geneva



### Theme Address

Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, International Trade Centre (ITC), Geneva



### Special Address

Ms. Michaela Marksová, Hon'ble Minister, Ministry of Labour and Social Affairs of the Czech Republic



### Special Address

Ms. Nora K. Terrado, Undersecretary (Deputy Minister), Department of Trade and Industry, Industry Promotion Group (IPG), Philippines



### Special Address

Dr. Ruby Dhalla, Canadian Politician

## Inaugural Session

The inaugural session, was attended by dignitaries, ministers, policy makers and experts from UNCTAD, WTO, ITC, Czech Republic, Canada and Phillipines. They shared their perspectives on women's empowerment in terms of equal economic opportunities and access to international markets.



Dignitaries on the dias from L to R : Capt. Somesh Batra, Vice-Chairman, WTC Mumbai , Mr. Yonov Frederick Agah, Deputy Director-General, World Trade Organization (WTO), Geneva, Ms. Michaela Marksová, Hon'ble Minister, Ministry of Labour and Social Affairs of the Czech Republic, Mr. Kamal M. Morarka, Chairma, World Trade Centre Mumbai, Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva, Mr. Vijay Kalantri, President, All India Association of Industries and Vice-Chairman, World Trade Centre Mumbai, Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, International Trade Centre (ITC), Geneva, Ms. Nora K. Terrado, Undersecretary (Deputy Minister), Department of Trade and Industry, Industry Promotion Group (IPG), Philippines and Dr. Ruby Dhalla, Canadian Politician



Following are the excerpts of the speeches at the inaugural session.

WELCOME ADDRESS

Women constitute one-half of the world's workforces while they generate only 37% of the global economic output. Empowering women in political and economic decision-making would go a long way in addressing some of the pressing challenges faced



Mr. Kamal M. Morarka, Chairman, MVIRDC World Trade Centre Mumbai

by humankind today, said Mr. Morarka, in his welcome address. Poverty, hunger, inadequate access to health-care, education, and sanitation are some of the issues faced by women. Recognizing this fact, the United Nation has included Gender Equality and empowerment of women and girls, as one of the 17 Sustainable Development Goals to be attained by 2030 added Mr. Morarka.

Mr. Morarka further said that the East has gone past the West in gender equality. Sri Lanka elected Ms. Sirimavo Bandaranaike as their first woman Prime Minister, the first anywhere in the World, in 1960. In India, too, women have excelled in many fields. Great women such as Savitribai Jyotirao Phule, as far back as in the 19th century, had addressed the British Commissioner stating that unless women gained access to education, progress could not be achieved. India has a history of women going on to become Prime Minister, President, scientists, bureaucrats, judges and much more. Women have also contributed to agriculture, manufacturing, software and other areas of the economy in India.

Empowering women in political and economic decision-making will go a long way in addressing many of the pressing challenges.

On behalf of World Trade Centre Mumbai (WTC)

and All India Association of Industries (AIAI), Mr. Morarka welcomed the chief guest, dignitaries and other delegates to the 6<sup>th</sup> Global Economic Summit on Women's Empowerment: Entrepreneurship, Innovation & Capacity Building.

The overwhelming response received at the Summit from international organizations, such as ITC, UNCTAD, WTO, and delegates from more than 20 countries establishes the significance of women's economic empowerment in attaining overall progress of the society.

The Summit would inspire more women to take up entrepreneurship and international trade that would generate innovative, yet practical ideas on policy measures to promote women's economic empowerment.

Mr. Morarka briefly introduced the activities of the World Trade Centre Mumbai, which is an integral part of the worldwide network of 321 WTCs in 89 countries, connecting more than 1 million businesses globally. World Trade Centre Mumbai is committed in promoting international trade and investments in India through various trade, promotion services and facilities. The Centre offers trade research, trade facilitation programs, and education programs.

THEME ADDRESS

A critical area with enormous room for improvement worldwide is the economic empowerment of women.

In developed countries such as the United States of America – which ranks comparatively high in female entrepreneurship and has some of the most progressive preferential policies for women-owned businesses – less than 30% of business



Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, International Trade Centre (ITC), Geneva

owners are women. In developing countries where ITC works, such as Botswana, Egypt, and Tunisia, the percentage of women-owned businesses is as low as 3%.

As many as 90% of all countries have at least one law impeding women's economic opportunities. According to the World Bank's Women, Business and the Law Report 2016, the total number of legal gender differences in the 173 economies covered is 943. In India, it is reported that there are at least four legal gender differences impeding women's participation in the economy.

In response to the SDG Goal 5 to achieve gender equality and empowerment of the women and girls, ITC gathered its global network of company partners, government leaders, women entrepreneurs and civil society actors to agree on the key barriers women entrepreneurs face and the actions which could help more women access business opportunities and gain a greater share of the benefits from the global economy. The result of these consultations is SheTrades – a global initiative aimed at connecting one million women to the economy by 2020.

The government spends more than 30% of the GDP – that is expenditures in the trillions! Unfortunately, the level of participation of women in these government business opportunities is running under 1%. Similarly, supply chains of many corporations often do not reflect enough gender supplier diversity. Women-owned businesses earn less than 1% of spending by large businesses on suppliers.

Through, ITC's Guide on Public Procurement, webinar training, and women vendor-buyer mentor groups, B2B meetings and partnerships with UN Global Compact and UN women's Women Empowerment Principles, we have seen encouraging progress in the area of procurement.

Women face greater obstacles in setting up and growing their businesses – in fact only 1 in 5 exporting companies in developing countries are women-owned.

The recent Chile-Uruguay Free Trade Agreement provides an excellent example of practical steps that can be taken to shake up the way we usually do trade agreements. In the Agreement, there is an entire chapter on women economic empowerment – this is a first of its kind.

I am pleased to announce our newest SheTrades Champions - India's very own World Trade Centre Mumbai and All India Association of Industries.

One thing is clear; women's empowerment is a multi-dimensional issue which calls for a multi-pronged approach and multi-partner solutions. With the global convergence and attention to women's economic empowerment – now even appearing on traditionally gender-neutral fora such as the G20 and the WTO– now more than ever, it is imperative that we work collectively to make equal economic opportunities to men and women a reality.

### SPECIAL ADDRESS

Gender inequality is prevalent across the world as is evident from the fact that women are paid less, they are still under-represented in political life in many countries. The Europe-an Union recognizes gender equality and commits



Ms. Michaela Marksová,  
Hon'ble Minister, Ministry of  
Labour and Social Affairs of  
the Czech Republic

to the principle of women's empowerment. But different countries in the European Union (EU) have attained different levels of gender equality. Czech Republic is placed last among the EU countries regarding gender equality. The Czech Republic suffers from a huge gender gap in wages, poor representation of women in the Parliament and it has had no woman Prime Minister or President in all these years. After many years, the number of women representatives in the

SPECIAL ADDRESS

Parliament of Czech Republic has risen to 15 at present. Out of 15 cabinet ministers in the Czech Republic Government, only three are women.

SPECIAL ADDRESS

Dr. Dhalla's mother emigrated from India to Canada without being able to speak English properly. However, she is helping Dr. Dhalla manage her political campaign in Canada. Dr. Dhalla is the first Indian woman elected



Dr. Ruby Dhalla,  
Canadian Politician

to the Parliament of Canada in 2004. Dr. Dhalla's success is the victory of all ethnic minority women in Canada. The 2015 election witnessed nine women of Indian origin elected to the Parliament of Canada. Mr. Justin Trudeau, who is considered the most progressive Prime Minister of Canada, has emphasized on attaining gender equality across all fields. In Mr. Trudeau's Cabinet, there are an equal number of men and women holding ministerial posts. Notably, the foreign affairs ministry of Canada is headed by a woman. Women must be given equal representation and empowerment to make decisions at all levels, be it the family, the community, corporate sector or the government. Women must help each other and support each other; Women need to understand that by being united they are stronger. All women in the world must have access to education and employment in a safe and secure environment. We must understand that the issues concerning women's empowerment should not be branded as 'Feminist Issues,' but they need to be considered as issues affecting humanity as a whole.

Dr. Dhalla listed her 5 C's, a woman needs to possess:

1. Confidence
2. Commitment to the Cause
3. Credentials
4. Courage
5. Conviction

Now is the most opportune time to shape the future discourse of women's empowerment. The advent of information and communication technology and the digital revolution has created enormous opportunity for women in entrepreneurship and trade. Technology is a great enabler of gender equality.



Ms. Nora K. Terrado,  
Undersecretary (Deputy  
Minister), Department  
(Ministry) of Trade and  
Industry, Industry Promotion  
Group (IPG), Philippines

To uplift the innovative spirit of women entrepreneurs, we need appropriate policy intervention. The Government of Philippines has taken various measures to empower women in business. One such measure is the focus on 'Women and Technology.'

To encourage innovation and technology adoption among start-ups, micro-enterprises and women business units, Government of Philippines has introduced 'Slingshot Philippines,' which is a platform for public dialogue and partnership to build and nurture the innovation ecosystem.

Women enterprises must adopt cutting edge technologies to improve process efficiency and enhance their market reach. The widespread belief that technology is traditionally a male-dominated field is not correct. According to the World Economic Forum, women also fought during World War II by contributing in many ways - calculating trajectories and ballistic tables for soldiers and bombardiers in the air.

In 1958, when Steve Jobs and Bill Gates were still young, a woman computer programmer named Elsie Shutt founded CompInc, which pioneered the use of freelance female programmers in the United States. It was only in the 1980s that men started outnumbering women in the computer programming industry. Mindset plays a paramount

role in building confidence in a woman that she can be as good as men in the area of technology.

The Philippines is doing fairly well regarding gender equality. According to the Global Gender Gap Index 2015, released by the World Economic Forum, Philippines ranks 7<sup>th</sup> out of 145 countries in gender equality. The Philippines has bridged 79% of the gender gap so far, and it is by far the best-performing country in the 10-member ASEAN region. These findings motivate us to work further on the gender equality mandate.

### PLENARY ADDRESS

**W**omen's empowerment! It is such a potent combination of words, more so as extreme poverty strikes women much harder than men in poor and low-income countries. According to UN Women and the Sustainable Stock Exchanges Initiative, women earn only 10% of the world's income while accounting for 2/3rd of global working hours. In most countries, women receive, on average, 60-75% of men's wage. Economic opportunity is clearly skewed against women.

India's former Prime Minister Smt Indira Gandhi spoke with wisdom when she said: "We need women to be more interested, more alive and more active not because they are women but because they do comprise half the human race".

The plenary address will highlight some of the important areas where trade can contribute to women's empowerment, as well as the different elements of WTO work that are helping and would continue to contribute to this critical global endeavor.

During the event organized by the WTO for International Women's Day, one WTO member quoted a research study which made a case for rethinking trade rules and include gender in



Mr. Yonov Frederick Agah,  
Deputy Director-General,  
World Trade Organization  
(WTO), Geneva

the WTO's rulebook. In fact, most of the WTO members believe that trade can help empower women and achieve the 5<sup>th</sup> Goal of Sustainable Development Agenda 2030.

Of people living in poor households in developing countries, women and girls represent about 50%. It is in this area trade can help. It can open the door to women's employment, decent work and economic development. Exporting companies in developing countries employ more women than non-exporters. Global value chains may be one way that women can realize their potential.

Digital trade can be an easy and inexpensive way to enter foreign markets, expand women-owned businesses and promote women entrepreneurship, despite a persisting gender digital divide.

Empowering small and medium enterprises impacts women. Women own One-third (10 million) of the world's SMEs. Since the financial crisis in 2008, WTO has been working to keep finance flowing for trade. It is especially important for women-owned SMEs.

Developing services capacity in low-income countries and sectors such as tourism, finance, health, education, distribution and environment also has a particular impact on women's economic empowerment.

Trade needs to go hand in hand with gender friendly policies, developed at the national and regional level. Wage equality is one example.

On capacity building, the WTO can contribute to empowering women through its Aid for Trade program, which helps developing countries build trade capacity, access global market and increase their exports. Trade can be effectively used as a tool for development. If we invest USD 1 on Aid for trade, it is worth USD 20 of exports. That 1 dollar also impacts women as trade is a tool for women's empowerment through job creation.

Women have fought to gain their independence for centuries within their community. Trade connects countries, people, and businesses around the world, and through trade, women can assert their independence worldwide and without borders. Now, this is the irony; they are independent (at

least economically) in an entirely interdependent world.

In the past, women have traditionally been considered weak, preventing them from accessing jobs and opportunities. New technologies, however, have changed that and are a real game changer for women. The tech savvy woman is the new woman of the 21<sup>st</sup> century.

### KEYNOTE ADDRESS

India is the best-performing country in Asia when it comes to foreign direct investment inflows. India figures among the top 10 destinations for foreign direct investment in the world. For the third consecutive year, greenfield investment is growing faster than mergers and acquisition in India. Therefore, there is no excuse for India to deny opportunities to women.

Economic empowerment of women is the single most important tool in making the world economy more inclusive, and guarantee a brighter future for globalization.

Women are important players in trade. They manufacture products, trade goods across borders, manage and own trading firms. Women also make up a large part of the workforce in export-oriented businesses.

But despite growing participation in the economy – as workers, as managers and as entrepreneurs – women's potential in trade is still too often held back by the many constraints they face. These limitations, in turn, limit development.

The expansion of global trade had an ambiguous impact on women. Trade has enabled more women to find wage employment – but often at low salaries with limited opportunities for skill development.



Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva

Addressing women's empowerment has become an urgent policy priority, as the exclusion of women has become more costly with slow trade growth, and with globalization under fire.

Women themselves are among the largest groups of those who have been left behind by globalization. A shift in public policies to upgrade the role that women play in trade will not only help redress these inequalities, it can also help reform trade to make it more inclusive and sustainable.

Upgrading the female workforce through training and skills development and investing in time-saving, labour-saving technologies that respond to women's needs is important, as well. We need to provision for women's disproportionate role in unpaid care work.

There is also growing potential for e-Commerce to serve as an engine of women's empowerment. Global retail e-commerce is a compelling economic opportunity for businesses and can be a powerful engine for women entrepreneurs.

The digital divide between men and women currently prevents women from fully benefiting from e-commerce opportunities. Globally, about 200 million fewer women than men have access to the internet. Social discrimination, illiteracy, and poverty are the main causes of this digital gender divide.

UNCTAD has many programs working with governments and businesses to make globalization more inclusive. These programs are Work Programme on Trade, Gender and Development, Empretec Entrepreneurship Program and eTrade for All.

But the fastest and most lasting impact can be achieved when private sector investors and entrepreneurs themselves embrace the economic potential of women's empowerment.

We will continue to push for more efforts to make trade a stronger instrument for women's empowerment, but we also trust that women's empowerment can itself help us reform and improve trade.

## CONCLUDING REMARKS

“I am honored and pleased to address this august gathering of dignified guests, women leaders and business women. Women’s empowerment has remained an important policy issue for many years. The demand for women’s empowerment began in western countries such as the Netherlands, US and UK in the 19<sup>th</sup> Century. Empowering women leads to the better wellbeing of our children and hence the overall progress of our community. Therefore, women’s empowerment indirectly contributes to economic growth of the nation. Indian mythology holds women on a high pedestal. The three Goddesses of Knowledge, Wealth, and Power are represented by women, according to Hindu Mythology. Our Prime Minister Narendra Modi has made women’s empowerment an integral part of his strategy to



Capt. Somesh Batra, Vice-Chairman, World Trade Centre Mumbai

create a Resurgent India.”

Now is the right time for women to empower themselves, change their thought process and be a part of the nation building exercise. WTC Mumbai is committed to the cause of Women’s Empowerment, and we would support aspiring women entrepreneurs and professionals in all possible ways.

## VOTE OF THANKS

Mr. Kalantri thanked the Chief Guest Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva, for his kind gesture of participating in the Summit.

He also thanked the other guests and delegates in the audience and members of media for attending this event.



Mr. Vijay G. Kalantri, President, All India Association of Industries and Vice Chairman, World Trade Centre Mumbai, Director - WTCA Board, N.Y.



## Session - I

### The Evolving Women in the 21<sup>st</sup> Century

Issues and challenges facing women in the 21<sup>st</sup> century are varied and the role of education, science and technology in empowering women is very important. Experts from industry, government, academia and non government organizations offered intellectually stimulating perspectives on the above topics.



Dignitaries on the dias from L to R : Mr. Y.R. Warkerkar, Executive Director, World Trade Centre Mumbai, Mr. Vijay Kalantri, President, All India Association of Industries and Vice-Chairman, World Trade Centre Mumbai, Ms. Nora K. Terrado, Undersecretary (Deputy Minister), Department of Trade and Industry, Industry Promotion Group (IPG), Philippines, Dr. Sonia Sethi, IAS, Additional Director General of Foreign Trade, Directorate General of Foreign Trade, Mumbai, Ms. Michaela Marksová, Hon'ble Minister, Ministry of Labour and Social Affairs of the Czech Republic, Ms. Pooja Bedi, Actor and Columnist, Madam Nguyen Thi Tuyet Minh, Chairwoman, Vietnam Women Entrepreneurs Council, Vietnam Chamber of Commerce and Industry, Vietnam, Ms. Saroja Sirisena, Consul General, Consulate General of Democratic Socialist Republic of Sri Lanka in Mumbai and Ms. Rupa Naik, Director - Projects, World Trade Centre Mumbai.



**Following is the excerpts of the speeches delivered during the first session**

“I have spent more than 30 years working with governments and multinational companies. Today, there are more women professionals and entrepreneurs than 30 years ago. However, we still need to discuss gender equality, as we have not reached a suitable plateau. We must transcend the discourse of gender equality and try to address issues; such as poverty, which affects women disproportionately. In this regard, I recollect Ms. Mary Cousins, who sailed to India in 1916 during the British Raj, as the first lady magistrate. Ms. Cousins extensively worked for economic empowerment of women in India. She traveled across India to address issues faced by women. She set up women’s co-operatives, and believed that women could transform the rural economy by leading these co-operatives.”



Dr. Ella Nila Kanthi Ford, Director, Integral Performance Europe and Asia

Ms. Sirisena. However, gender inequity persists in the labor force. There are only three sectors which are dominated by women workers. The first is the remittance industry. Many Sri Lankan women are employed in foreign countries (especially in the Gulf countries), and they send remittances to their families back home. The second is the apparel sector, where women account for 75-80% of the workforce. It also accounts for major foreign exchange earnings. Third, women are extensively employed in the tea plantation sector.

In all these areas, wages paid to women have remained historically low. However, in recent years, efforts have been made to address the disparity and remuneration in these sectors is improving.

Since the late 1970s, the Sri Lankan government has adopted a liberal economic policy, promoting entrepreneurship. Consequently, women’s participation in entrepreneurship has grown, with more and more women entering new roles and markets, while also diversifying their business.

Sri Lanka has also committed to the HeForShe Programme of the UN Women, which engages men and boys in achieving gender equality.



Ms. Saroja Sirisena, Consul General, Consulate General of the Democratic Socialist Republic of Sri Lanka in Mumbai,

Sri Lanka recognized the need for women’s equality a long time ago. Women in Sri Lanka could cast their votes in 1931, well before some of the European countries. In Sri Lanka, women account for half the students in all university admissions (except in engineering, science, and technology), remarked

Women in the Czech Republic are increasingly turning towards entrepreneurship as a career option. Entrepreneurship offers women the freedom to adjust their work timings and also balance their family commitments.



Ms. Michaela Marksová, Minister, Ministry of Labour and Social Affairs of the Czech Republic

Gender inequality is still prevalent in the economy of Czech Republic. The Government of Czech Republic proactively addresses this issue. Women in the Czech Republic earn 22% less compared to their male counterparts. Recently, the government, with the financial support from the European Union, has launched a software system to track the wages earned by men and women in different organizations. The data generated by this software system would enable employers to assess gender differences in the payment of wages and take corrective actions. The government has taken care to ensure that this data is not made available in the public domain.

The government has also put trained inspectors from the Labour Department on the ground to conduct inspections on gender discrimination.

Four years ago, the Czech government introduced a quota system for women candidates in the regional general election.

**D**r. Sethi stressed on the initiatives taken by the Government of India on gender budgeting, financial inclusion, direct benefit transfer and its impact on women's empowerment.

In India, more than 90% of female workers are employed in the informal sector. Government and industry bodies must evolve strategies to empower these women.

For a transformational change, the government must increase resource allocation for women welfare schemes. The Union Budget 2017-18 has raised budgetary allocation for women-oriented programs by 26%. The ambitious Beti Bachao Beti Padhao program received a five-fold growth



Dr. Sonia Sethi, IAS,  
Additional Director General  
of Foreign Trade, Directorate  
General of Foreign Trade,  
Mumbai

in 2017-18 budget. Also, the government has introduced gender-based budgeting across all ministries to assess the impact of government schemes on women's welfare.

The Government of India recently revamped the Trade Related Entrepreneurship Assistance and Development (TREAD) scheme for women enterprises. Under the scheme, women entrepreneurs can receive training, counseling, and grants for their business activities. The government also promotes small-scale women enterprises by financially supporting women self-help groups.

Under Jan-Dhan Yojana, the government has opened bank accounts for the unbanked citizens. In the future, the government would deliver welfare subsidies in the form of cash deposits in the bank account of the beneficiaries. Such a move would not only prevent leakage of government grants and improve accountability but also empower women in households.

The government policies are bearing fruit, and we are gradually moving toward sustainable development goals (SDG). Now the primary challenge for government is to ensure sustainability of these initiatives.

While government policies are essential for women's empowerment, the private sector is also equally responsible to ensure gender equality. United Nations has recommended a change in corporate culture and formulation of habits to promote gender equality.

**W**omen's Empowerment is letting women make the necessary choices in their life. Every family must empower its women to take her decisions independently.

Women's empowerment cannot be viewed as



Ms. Pooja Bedi, Actor and  
Columnist

a struggle between women and men. Women’s empowerment is the struggle of women against the judicial system, social principles, and continuing prejudices. Often, women victims of violence do not get justice in time.

Women’s empowerment is the struggle of women against a patriarchal society, which restricts the role of women in economy and governance. Women’s empowerment also means struggle of women against the traditional belief system rooted in religious and family values, which tries to dictate women’s behavior. Women need to empower themselves.

### **An ASEAN Perspective on the evolving women in the 21st century**

The 10-member ASEAN Community is committed to the principle of gender equality and, in 1976, has formed the ASEAN Committee on Women (ACW) for co-operation among member countries on women’s policy programs.

ACW’s Plan for 2016-20, aims to promote women’s leadership, eliminating gender stereotyping, changing social norms, mainstreaming gender perspectives and promoting economic empowerment of women.

ACW has created a working group, known as ASEAN Women Entrepreneurs Network (AWEN) to provide a platform for women entrepreneurs in the ASEAN countries to connect and explore new business opportunities.



Ms. Nora K. Terrado, Undersecretary (Deputy Minister), Department (Ministry) of Trade and Industry, Industry Promotion Group (IPG), Philippines

Vietnam Women Entrepreneurs Council (VWEC) is actively involved in supporting women-owned businesses in the country. The Council promotes women entrepreneurs through the following ways:

- Train employers on best practices in gender equality.
- Facilitate the principle of women’s empowerment and enterprise policy
- Support women-owned businesses and start-up companies.

The Council works in close cooperation with the ASEAN Women Entrepreneurs Network (AWEN) to promote collaboration among women entrepreneurs in ASEAN countries. AWEN assists women enterprises in the following ways:

- Policy advocacy on women’s economic empowerment at the regional level.
- Business matching and networking – AWEN sends its members to participate in international trade shows. AWEN has partnered with global bodies such as the OECD and USAID to help its members better in trade facilitation.
- Capacity building and information sharing – AWEN organizes various forums, workshops, training courses for its members. AWEN also shares trade information among its members.
- Trademark and Honours – AWEN identifies best practices in business and confers awards on successful women entrepreneurs.



Mdm. Nguyen Thi Tuyet Minh, Chairwoman, Vietnam Women Entrepreneurs Council (VWEC), Vietnam Chamber of Commerce and Industry (VCCI), Vietnam

## Session - II

### STEM - Science, Technology, Engineering and Mathematics



Dignitaries on the Dias from L to R : Ms. Sangeeta Wij, President, Women in Science and Engineering, Dr. Madhuri B. Khambete, Principal, Cummins College of Engineering for Women, Ms. Roslina Chai, Co-Founder & Chief Learning Curator, Grow Your Knowledge into Being, Singapore, Ms. Karen Horting, Executive Director & CEO, Society of Women Engineers, USA, Dr. Asmita Chitnis, Director, Symbiosis Institute of International Business, Ms. Sairee Chahal, Founder, SHEROES, Prof. Usha Haley, Professor of Management, College of Business and Economics, West Virginia University, USA, Dr. Yogita Shukla, Advisor, SkyMap Global and DST Fellow at Indian Institute of Remote Sensing, Engr Valerie Agberaba, Vice-President, World Federation of Engineering Organisations and Chair, Committee for Women in Engineering, France.

#### Following is the excerpts of the speeches delivered during the second session



Ms. Sangeeta Wij, President,  
Women in Science and  
Engineering (WISE)

Both educated and uneducated women can pursue entrepreneurship in different sectors. There are many uneducated women running enterprises in food catering, beauty salon, retailing, textile designing and various other sectors. The

Women have to empower themselves, and the best way to be economically empowered is to pursue entrepreneurship. Choosing entrepreneurship as career opportunity enables women to decide their work timings according to their family commitments. Both

government and public sector financial institutions run various schemes promoting women-owned enterprises. Women in rural and semi-urban areas need to be made aware of the various schemes. Also, policymakers must ensure that their plans are effectively implemented at the grass root levels.

India still has a long way to go in attaining gender equality in education and employment. The sixth largest economy lags many developing countries regarding women's literacy and their participation in the workforce. The government and the private sector must work hand-in-hand in advancing



Ms. Sairee Chahal,  
Founder, SHEROES

gender equality.

“Encourage young women to pursue a career in scientific research, taking advantage of the many schemes the Government of India institutes. The Department of Science and Technology, Government of India, offers fellowships and grants to women for pursuing research in science and technology.”

Dr. Shukla recalled her keen interest and passion for pursuing a career in scientific research, which helped her be a technology evangelist in geo-spatial science. As a scientist, she has visited the Himalayas and conducted research on vegetation and climate change in the region.

She noted that women were limited in their career choice because of their maternal duties. Women are the primary caregiver of their children and family, and hence employers need to provide flexibility in work timings for women. Women also need support from their spouse and in-laws in sharing household responsibility, which can help them pursue a full-time career.

The time has come to work toward eliminating gender stereotypes. Traditionally, women’s role is associated with cooking and taking care of household work. It needs to change. The parenting methodology and education system will play a significant role in removing gender stereotyping. Parents should avoid imposing traditional gender roles among their children.

“We need to enhance the participation of women in engineering, science, mathematics and technology-oriented occupations. The World Federation of Engineering Organizations (WFEO), represents about 20 million engineers



Dr. Yogita Shukla, Advisor, SkyMap Global and DST Fellow at Indian Institute of Remote Sensing

from over 90 nations, and offers information and leadership to engineers globally. WFEO promotes its mission through 10 standing technical committees. The Committee on Women in Engineering (WIE), is one among them and works toward empowering women in engineering and technology profession by focusing on the following three areas:

1. Breaking the glass ceiling,
2. Leadership and empowerment, and
3. Providing statistics.

WIE addresses the glass ceiling in corporate sector by promoting workforce diversity, assisting companies in attracting, retaining and promoting women engineers.”

Since 1950, the Society of Women Engineers has been working to promote women in the engineering profession. Not only is the number of women who choose engineering as a career option particularly less, the pursuit of the subject professionally also ranks low. We must make the workplace conducive for women. It is the responsibility of government, business chambers and professional bodies to work with employers and enable them recruit and retain women engineers.



Engr. Valerie Agberagba, Vice President, World Federation of Engineering Organizations and Chair, Committee for Women in Engineering, France



Ms. Karen Horting, Executive Director and CEO Society of Women Engineers, USA



Ms. Roslina Chai, Co-Founder & Chief Learning Curator, Grow Your Knowledge into Being (Gnowbe), Singapore

“Everything we create is an expression of our humanity. Science, Technology, Engineering and Math (STEM) are creative endeavors. All the above disciplines call for the same essential creative forces in all humans. As a matter of intellectual honesty, one is compelled to ask, where then is the

feminine in this expression?

It is an urgent question.

It is urgent because in 2017, while many of us are unlikely to remember the days of a floppy disk, VCR, and pagers, it is a moral imperative to ask “what is the gender of the gatekeepers who create and police the algorithms that govern and permeate every aspect of our lives?”

Who codes the algorithm of Google, Facebook, or Shaadi.com? Around the world, who codes the facial recognition technology that law enforcement and the military had been buying to make life and death decisions? Who codes the algorithms that produce statistics which governments around the world use to make policy decisions?

It’s more likely to be men.

Technological and digital fluency is fast becoming the agent who can bring about the greatest democratization of knowledge. However, the unbridled haste deepens pervasive inequality.

In 2017, there are endless opportunities to ensure that the new narrative of humanity embraces equality and the totality of the masculine and the feminine.

In conclusion, how we speak about women’s empowerment matters. And this is a gender neutral undertaking. It is a humanist agenda. The presence of the feminine in humanity’s expressions of

technological innovation had always been there. It is the poverty of our storytelling which has eroded the feminine presence.”



Dr. Madhuri B. Khambete, Principal, Cummins College of Engineering for Women

It is a fact that the number of women enrolling for professional qualifications such as engineering and science has improved in recent years. But it is also important to note that more women head education institutions today. In India, 40-50% of secondary schools are led by women.

However, it is also a fact that the number of women-led institutions of higher studies is not very encouraging. There are more than 500 Universities in India and women as Vice Chancellors account for only about 13 Universities.



Prof. Usha Haley, Professor of Management, College of Business and Economics, West Virginia University, USA

“I represent an institution which is the first engineering college dedicated to women in India. The college started operations in 1991, at a time when the number of women choosing engineering as a profession was very low.

Over the course of time, women’s representation in engineering, science, and technology has increased manifold, as a result of government policy, economic development, and a shift in social attitudes. In fact, there are more women engineers in India than in any other western country. However, within engineering, the representation of women in civil, mechanical and chemical disciplines is still small. Women tend to choose electronics and computer science, which are called soft engineering disciplines.”



Dr. Asmita Chitnis, Director,  
Symbiosis Institute of  
International Business [SIIB]

Gender inequality is not an issue that affects developing countries alone, even developed countries suffer from some form of gender inequality. While 33% of MBA graduates in the USA are women, they constitute only 14% of senior executives in Fortune 500 companies. Women make 30% less than men in corporate jobs

in the USA.

Studies show that while women enter the management category in the business sector, they remain stuck at the same position instead of progressing to higher roles in the organization. Women's career development is hindered by their commitment to household responsibilities, as they are the primary caregiver in the family. Therefore, organizations must introduce flexible timing for women employees to help them balance their commitment to job and family responsibilities better. Also, women have the urge to be heard and to be part of the decision-making process. Therefore, companies need to create conducive work environment for women to become leaders and decision-makers.



## Session - III

### Leadership and Women's Foray into the Business Domain

The second day of the Summit had four sessions on various topics such as women's leadership in business, role of government and institutional support, capacity building and women's excellence in arts and culture. These sessions generated thought provoking perspectives from speakers, who included image consultants, human resource experts, management consultants, women entrepreneurs, Heads of chambers of commerce, representatives from multilateral organizations, women artists and so on.



Dignitaries on the dias from L to R : Ms. Chhaya Sehgal, Founder & CEO, The Winning Edge, Ms. Damchae Dem, CEO/ Founder, Bhutan Association of Women Entrepreneurs, Bhutan, Ms. Lakmini Wijesundera, Co-founder, Director and Chief Executive Officer, IronOne Technologies (Pvt.) Ltd, Sri Lanka, Dr. Saundarya Rajesh, Founder-President, AVTAR I-WIN, Ms. Selima Ahmad, President, and Founder, Bangladesh Women Chamber of Commerce and Industry (BWCCI) Bangladesh, Mr. Yonov Frederick Agah, Deputy Director General, World Trade Organization (WTO), Ms. Birgit M. Liodden, Nor-Shipping Director, Norway Trade Fairs, Ms. Deepika R. Rajnoor, Founder and Lead Consultant, Image Mantra, Ms. Mitu Samar, Founder, Eminence, Ms. Tejal Gandhi, CEO and Founder, Money Matters, India and Ms. Malini Shankar, IAS, Director General of Shipping, Ministry of Shipping, Government of India

#### Following is the excerpts of the speeches delivered during this session:

Mr. Kalantri said that he was delighted to see more than 350 delegates from 20 countries attend the Summit.

Women have excelled in whichever field they have entered. It is because women are more focused, committed and hard working. In India, women have acquired leadership in bureaucracy, politics, judiciary, entrepreneurship and many other fields. There are countries where the woman's role is limited to only a few sectors. He felt time is not far, when we could achieve gender equality in all fields of the economy across the globe.



Mr. Vijay G. Kalantri, President, AIAI, Vice Chairman, WTC Mumbai, and Director - WTCA Board, N.Y.

Trade is an important tool for women's empowerment. But the relationship between trade and women's empowerment is not direct. It is the economic growth and its contribution to the alleviation of poverty that matters.

Women are already doing well. 'Now, you women... must look beyond yourself. You need to walk with the government of your country. Government policies aren't made for public officials.'

Mr. Agah suggested that women traders and women entrepreneurs should express their grievances on trading procedures and policy challenges that they face while engaging in international trade. Women entrepreneurs needed to raise their voice, to make their grievances considered by decision makers in international trade negotiations and domestic trade policy formation.

Also, he suggested that government agencies must take feedback from stakeholders at the bottom of the pyramid so that voices of women were heard. The government must mainstream gender perspectives in trade policy. Trade policy reform can affect women both positively and negatively depending on the sector and country-specific conditions.

Globally, gender inequality is still prevalent in most of the countries, said Ms. Chhaya Sehgal, Founder & CEO, The Winning Edge. According to the fifth annual 'glass-ceiling index' published by The Economist in 2017, women's labor force participation has improved only marginally from 60% to 63% in OECD countries, during the decade since 2005. During this period, labor force participation of men was 80%. Gender inequality is also visible in wage discrimination. Across the globe, women, on average, earn only 85% of wages



Mr. Yonov Frederick Agah, Deputy Director-General, World Trade Organization (WTO), Geneva

earned by men. Nordic countries such as Iceland, Sweden, Norway and Finland are far ahead of other nations in achieving gender equality. In these countries, women are more likely than men to have a university degree and be in the labor force. Women constitute 30-44% of company boards



Ms. Chhaya Sehgal, Founder & CEO, The Winning Edge

in these Nordic countries, compared with an average of 20% across the OECD. Women have adequate representation in the Parliaments of the Nordic countries, thanks to the voluntary political gender quota. In October 2016, women owned a record 48% of seats in the Lower House of the legislature of Iceland.

On the other hand, women's participation in the administration is less in countries such as Turkey, Japan and South Korea. Women make up only 15% of elected representatives in these countries. They are also under-represented in management positions and on the boards of companies. In South Korea, only 2% of directors in the boards of business are women.

Progress in gender equality has a tendency to build upon itself. In Iceland, female workers marched a protest, by leaving their office early, to call attention to the gender pay gap in that country in October 2016.

Back in India, Ms. Tarjani Vakil was the only woman officer among the first 40 candidates employed by India's leading financial institution IDBI in 1965. Vakil blazed the trail for women financial honchos of today when she became Chairperson and Managing Director of EXIM Bank in 1993. Ms. Lila Poonawalla is the first women to head a bank in India and the first woman engineering graduate from College of Engineering, Pune. Poonawalla was a trainee engineer on the shop floor of Ruston & Hornsby in 1967. In 1987, she was appointed Managing Director of Alfa Laval, creating history

as the first woman head of an engineering MNC in India.

“As more women start entering sectors such as manufacturing and FMCG, many more would follow suit. It is just about creating gender neutral environment,” said Ms. Chanda Kochhar, Managing Director and Chief Executive Officer of ICICI Bank.

India has made considerable progress in representing women in the corporate sector. According to data from Prime Database, the number of women directors in 1570 companies listed on National Stock Exchange has risen six times during 2011-2016. However, India still has a long way to go in ensuring gender equality. Out of 147 countries, India ranks at the 139<sup>th</sup> position on economic participation and opportunity for women.

The day when a woman discovers what is driving her, it is the day of her success.

Research shows that women are more ethical at the workplace. Women stockbrokers in the Wall Street, USA, have delivered consistent growth in returns for their clients which is as a result of their commitment to ethics.

Raised by grandparents, Deepika thanked the values instilled in her. As an image consultant for the last seven years, Deepika mentors individuals on their clothing, grooming and etiquettes.

Women must express their confidence in their appearance.

Women are not taken seriously in business, something which can be improved by being better dressed. One of the challenges for women is that they are multi-tasking. Women need different dress codes between household chores and the workplace. Whenever women go for a business meeting, they must dress and groom well.



Ms. Deepika R. Rajnoor, Founder and Lead Consultant, Image Mantra

Dressing well should not be reserved only for some special occasions. Also, women must have the ability to look at circumstances positively.

Ms. Wijesundera listed the three useful tips on international marketing which had served her well:

- Focus
- Local Partners
- Travel

“We need to focus on a select set of countries while

marketing our brands globally. Initially, the board members of my organization suggested me to promote our software products in 10 countries. While marketing products in foreign countries, there is a need to build a strong partnership with local distributors, suppliers and other partners in the respective countries. The third tip for success is travel. If one wants to market one’s brands abroad, one needs to go to different countries and personally meet prospective clients. While international marketing is highly risky it is a highly rewarding venture.”



Ms. Lakmini Wijesundera, Co-founder, Director and Chief Executive Officer, IronOne Technologies (Pvt.) Ltd, Sri Lanka

In India, 24.5% of women participate in the labor force. However, only 16% of women are employed in the corporate sector. The majority of these women are in the IT and BPO industry. Around 30-35% of the workforce in the IT and BPO industry are women. Women



Dr. Saundarya Rajesh, Founder-President, AVTAR I-WIN

in these industries are employed in entry-level transaction jobs.

We are in the world of technological disruption, where automation and artificial intelligence are claiming entry-level transactional jobs. This would affect the employment prospects of women working in the IT and BPO industry. Therefore, to remain in the workforce, women must acquire the required skills for higher level jobs. Today, in the VUCA (Volatile, Uncertain, Complicated and Ambiguous) World, women must be digitally empowered and acquire new skills to stay relevant in the labor market.

Research shows that 92% of customers buy products based on a recommendation and not based on an advertisement. A brand is just an identity. It is the reputation of the brand that leads to sales.

“I have worked with women across three different levels - 1. Marginalized women, 2. Mid-management level and 3. Boardroom level. Women in the marginalized section of the population must be empowered. At the mid-management and boardroom level, the primary challenge that women face is poor self-esteem and the imposter syndrome. These women must believe that their career is important and they add value to their organization. These women must be confident and happy. They should not hesitate to seek help from their colleagues and seniors.”

“Married at the age of 16. I am educated, but I am not schooled. Life has been my teacher. There is nothing a woman can't do if she puts her mind to it. With access to information, education and conducive work environment, a woman has true potential and can become a productive member of society capable of leadership roles.”



Ms. Mitu Samar, Founder, Eminence

“I come from a humble background when I started my business venture by making and selling potato chips in our locality. In the year 2006, I pioneered steel manufacturing in Bhutan. Today, my organization manufactures and sells the steel brand ‘Perfect Steel.’ We have received awards for the quality of our products from the prestigious business group, Tata. Tata Group is a supplier of sponge iron (a raw material for steel making) to our company.”



Ms. Damchae Dem, CEO/Founder, Bhutan Association of Women Entrepreneurs, Bhutan

“We pioneered Business Process Outsourcing (BPO) in the field of medical transcription in Bhutan. I also started training schools for skill development of youth. I trained around 100 young people and gifted that training class to these trained youth.”

“About 30 years ago, I came to Mumbai for a training program conducted by India's leading life insurer LIC. Today, my organization is a reinsurance partner of India's leading general insurance firm GIC.”

“I also set up Bhutan Association of Women Entrepreneurs to promote women entrepreneurs in 2010.”

“I have seen how my grandmother suffered because of lack of education and lack of economic empowerment. So, I resolved to be educated and be financially empowered. I was a mother when I was in 12<sup>th</sup> grade. But I did not stop my education. I gradually completed post-graduation. According to me, innovation does not mean only the technological innovation; it also means new possibilities and strategies to make a difference in the lives of others.”

“After completing my education, I innovated myself to become an entrepreneur in association

with my friends. But after two years, all my male friends left the venture thinking that entrepreneurship was risky. I started my company Nitol-Niloy Group in a garage with a capital of USD 500. Today, our company is the largest taxpayer in Bangladesh, with a turnover of around USD 200 million, employing 7,000 people. So, I created my life according to the way I wanted it to be. I also felt that other women must participate in entrepreneurship. Therefore, I formed Bangladesh Women Chamber of Commerce and Industry (BWCCI), despite facing challenges from the existing industry chambers in the country.”



Ms. Selima Ahmad,  
President, and Founder,  
Bangladesh Women  
Chamber of Commerce  
and Industry (BWCCI)  
Bangladesh

“The existing chambers questioned the need for having a separate chamber of commerce for women in media. After a seven-year long struggle, I could set up BWCCI with the support of the Government of Bangladesh. Therefore, I would like to say that ‘If you pursue something with your heart, soul, and conviction, you can achieve it.’ That is how BWCCI was established.”

“When I was 15-year old, I was told that I would never amount to anything. Today, I am a woman leader in the maritime industry. I was the President of YoungShip Norway between 2009 and 2011. After that, I founded YoungShip International in 2011, to train young men and women in the Shipping industry. Today, YoungShip



Ms. Birgit M. Liodden, Nor-  
Shipping Director, Norway  
Trade Fairs

International has a global presence, with 18 chapters, in 12 countries, with nearly 4000 members.”

“My experience proves that without formal education, as a woman and as an outsider, I could add value to my work by bringing in different perspectives. Thus, diversity brings better results, improved competitiveness to all organizations, whether it is government or private sector.”

“I worked for Standard Chartered Bank for 13 years, and then I quit the job to pursue my passion for becoming financial consultant. When I quit my job, I did not have any idea about how to become an entrepreneur. But I never stopped dreaming about my passion (to empower youth and women through financial literacy). I founded Money Matters to educate men and women on financial planning.”



Ms. Tejal Gandhi, CEO and  
Founder, Money Matters,  
India

“I have worked with more than 500 families and trained more than 5000 women on financial literacy, through workshops and other training programs.

“According to a research study by BSP Blackrock, only 23% of working women take decision independently on managing their finance and investment. The remaining 77% depend on their husband, son, father or a chartered accountant for managing their investment. I encourage more and more women to manage their finances independently.”

“Ethics is the lifeline of any organization, and it should be an integral part of an organization’s policy. Sometimes, circumstances may require you to be unethical. Ethics is inbuilt in the trait of women. Women must stand up for ethics”.

## Session - IV

### Government and Institutional Support for Women



Dignitaries on the dias from L to R : Ms. Andrea M. Ewart, President, Organization of Women in International Trade, USA, Mr. Anand Mohan Jha, Principal, National Skill Development Corporation, Ms. Denise Thomas, Director of Africa Trade Public Relations and Marketing, World Trade Center Arkansas, USA, Mr. Joseph Burke, Deputy Secretary, Department of Community & Economic Development Office of International Business Development, Commonwealth of Pennsylvania, USA, Ms. Nishtha Satyam, Head - Strategic Partnership, Policy Impact and Public Relations, UN Women Office for India, Sri Lanka, Maldives and Bhutan, Ms. Justine Namara, Communications Officer, Enhanced Integrated Framework at the WTO, Geneva, Ms. Viktoria Lopatina, Founder & Managing Director, Kat.El International Trade Consulting Srls, Italy, Ms. Anuradha Sridhar, Banking Specialist, MSME, International Finance Corporation - Financial Institutions Group -Advisory, Ms. Charu Pragya, Opinion maker, Social reformer, Budding Author, Smt. Chand Kureel, Deputy General Manager, Small Industries Development Bank of India, Mumbai Regional Office.

#### Following is the excerpts of the speeches delivered during the fourth session

National Skill Development Council (NSDC) has been set up by Government of India with a mission to skill 150 million people by 2020. So far, 10 million people have been skilled under this mission. Women constituted only 34% of students trained by NSDC in 2014. This proportion improved gradually to 41% as of 2015-16 and further to 52% as of February 2017. NSDC imparts vocational skills to students who could not access formal academic education or formal vocational



Mr. Anand Mohan Jha,  
Principal, National Skill  
Development Corporation

training. NSDC also offers skill training to school and college dropouts in the age of 18-35 years. In particular cases, there is an age relaxation and take in students even above 35 years of age.

It is found that girls hesitate to enroll in NSDC's institutes, as the majority of the trainees are boys. Therefore, Government of India has introduced Pradhan Mantri Mahila Kaushal Kendra, which are skill training institutes exclusively for women. These institutes offer vocational skills across diverse fields ranging from tailoring, beauty care, to advanced technologies, robotics, artificial intelligence, Big Data and so on. The certificates issued by NSDC to trainees carry the stamp of Government of India, and the industry highly recognizes it. Different courses have different duration of training ranging from 2-10 days to 3-4 months.

Corporate Social Responsibilities (CSR) are the responsibilities of every business owner. Entrepreneurs can influence policy and make life better in their communities by doing the right thing and getting involved. Commitment to the social cause through CSR activities creates a positive image of the company among employees and customers. Thus, it helps in enhancing the brand value of the business products and strengthens its market position.



Ms. Denise Thomas, Director of Africa Trade Public Relations and Marketing, World Trade Center Arkansas, USA

Women entrepreneurs must act to create a better way of life not only for themselves but also for others. We can do better than our predecessors through inclusion and decision-making for the highest good of our organizations, for our associates and humanity. We have a voice, and we must get involved and use it so that we are part of the change we want to see.

In Pennsylvania, there is an improvement in the number of women taking up courses in information technology and medicine. Women in Pennsylvania own around 30% of business. Women constitute 40% of lawmakers in the state legislature of Pennsylvania.



Mr. Joseph Burke, Deputy Secretary, Department of Community & Economic Development Office of International Business Development, Commonwealth of Pennsylvania, USA

Female labor force participation in India has fallen substantially in the last two decades. Most countries in South Asia also show similar

trend during this period. Eliminating gender inequality in the economy will boost India's GDP by 27%. Many factors impede women's unequal participation in the economy. These factors are women's responsibility in the primary care of children, deeply rooted cultural practices and so on. However, the most important factor is the lack of access to decent jobs. In other words, women do not get jobs that they like to do. Another reason for poor women participation is that women are digitally deprived.



Ms. Nishtha Satyam, Head – Strategic Partnership, Policy Impact and Public Relations, UN Women Office for India, Sri Lanka, Maldives, and Bhutan

Government policies such as introducing minimum wage guarantee, providing skill training and setting up of vocational training institutes for women are aimed at promoting women's participation in the economy.

But the most important initiative of Government of India is the introduction of gender responsive budgeting. UN Women has supported the government in this initiative. Under gender responsive budgeting, all the ministerial departments must ensure that 33% of the resources spent by them are benefitting women. This proportion does not include the resources spent under women welfare policies or schemes. The Indian government has also set up gender budgeting cell across various ministries. Apart from this, the government has introduced the Stand-Up India Scheme for financially supporting women entrepreneurs.

However, implementation of these policies is a major challenge. There is a need to improve the existing framework for better implementation of these policies.

World Trade Organisation (WTO) has introduced the Enhanced Integrated Framework (EIF), which is a mechanism through which least developed countries can access Aid for Trade. The Global Aid for Trade is a program of the WTO to enhance the capacity of developing countries (including the poorest of poor countries) to participate in international trade. The program aims to improve the competitiveness of women farmers, micro small and medium enterprises and start-up enterprises in these countries. In less developed countries (LDCs), women face discriminatory laws. Often, women’s potential in entrepreneurship and trading is not recognized. There is a need for gender inclusive policies in LDCs. As part of the Global Aid for Trade Programme, WTO conducts analytical studies to assess the export potential of different regions in developing countries. From these studies, WTO offers policy recommendation and provides capacity building for women farmers and women-owned enterprises.

WTO is working with UNCTAD and other development bodies in this initiative.

The 8<sup>th</sup> Goal of the UN’s Sustainable Development Agenda 2030 mentions EIF in the following way:

“Increase Aid for Trade support for developing countries, in particular, least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries.”

WTO works with ITC for gender mainstreaming of trade policies. The African country of Rwanda has adopted gender perspectives in the national planning agenda. In this country, women conduct around 74% of cross-border trade with its neighbors—Burundi, Congo, Tanzania and Uganda.

WTO has implemented various projects across



Ms. Justine Namara, Communications Officer, Enhanced Integrated Framework at the WTO, Geneva

less developed countries under the Global Aid for Trade Initiative. In Ghana, 75% of these projects have benefitted women. Similarly, in Cambodia, Nepal, and Zambia, 60% of the Global Aid for Trade projects have helped women. In the West African country of Mali, the corresponding figure is 80%. WTO is also supporting the Women Business Association in Solomon Islands. The Government of Solomon Islands is encouraging women to engage in the development of ecotourism. The Enhanced Integrated Framework (EIF) is supporting three projects to promote ecotourism in Solomon Islands.

In the Island nation of Samoa, the EIF is supporting women’s cooperatives in value addition of cocoa and coconut products destined for export.

Thus, under the EIF mechanism, 35,000 women have directly benefitted in Africa, Asia, and Pacific. Around 5 million women have benefitted indirectly through this mechanism.

The commitment of local government is also equally important for women’s empowerment. The Government of Rwanda has introduced a public-private partnership (PPP) model to implement livelihood projects for women. Similar, PPP model has been tried in other countries. In Mali, 465 rural women earn a higher level of income today than before thanks to government intervention.

The corporate sector has a major role to play in women’s empowerment. The corporate sector must modify its business practices to accommodate women suppliers and women contractors. It is the power of the collective voice that can effectively lead to women’s empowerment.

The government of every country has the responsibility to promote women’s empowerment. Government must work on the following action plan to enhance women’s participation in economy:

- \* Guarantee education as legal right to all women



Ms. Viktoria Lopatina, Founder & Managing Director, Kat. El International Trade Consulting Srls, Italy

- \* Ensure women's access to finance and digital technologies
- \* Establish facilities for unpaid care work such as child care. Setting up such facilities would enable mothers to join the workforce.
- \* Establish incubators for women start-up enterprises

Historically, women's participation in the economy was limited in Italy as women's role was restricted to family care. Therefore, women entrepreneurship is an emerging trend in Italy. In 1946, women got voting right in Italy. In 1975, a woman was appointed the minister in the Government of Italy for the first time. In 2005, Italy adopted the directives of European Union on gender equality. Following this, the government of Italy introduced the National Code of Equal Opportunities between Men and Women in 2006. This Code provides the legal framework for gender equality. The code guarantees several measures to reconcile the family and professional life of women. These measures include compulsory maternity leave of 22 weeks, compulsory paternity leaves and a voucher system for child care services. Under the voucher system, women can avail free or subsidized child care services from the private sector. This would free women from child care responsibility in the day time and enable them to join the workforce.

The government of Italy has adopted quota system to improve women's representation at the local and public administration.

The outcome of these policies is not disappointing. According to the last report on gender equality published in 2013, women constitute 35% of managers in Universities, 42% in Research Centres and 43% in Central administration offices.

The government of Italy has also established a network of Equality Advisors at the regional and provincial level. Women, who find themselves discriminated at the workplace, can seek legal remedies from these Equality Advisors.

**M**s. Sridhar outlined the role of International Finance Corporation (IFC) in supporting women enterprises in India. The key initiatives of IFC in supporting women businesses can be summarized as follows:

1. Utilizing movable assets as collateral by MSMEs - Many women-owned businesses operate in the micro, small and medium enterprises (MSMEs) category. One of the main challenges for MSMEs in accessing institutional credit is the lack of collateral. In 2016, Government of India took measures to facilitate MSMEs raise loan by pledging their plant and machinery, inventory and even intangible assets such as intellectual property rights and trademarks. The government allowed the electronic registration of these movable assets with the Central Registry of Securitisation Asset Reconstruction and Security Interest of India (CERSAI). The measures were taken following the recommendation of a working group, which was set up jointly by CERSAI and IFC a few years ago.
2. Advisory Services: Commercial banks in India provide financial services to MSMEs. IFC offers technical advisory services and financial assistance to these commercial banks to enhance the latter's capacity to support MSMEs.
3. Banking on Women Program: Lending to women enterprises is a sound business proposition for financial institutions. Typically, financial services and financial products sought by men and women differ from each other. Women expect loyalty and trust while availing financial services. Therefore, women are treated as distinct customer segment by IFC. IFC has introduced 'Banking on Women' program. Under this program, IFC helps its partners and local financial institutions serve women-owned businesses profitably and sustainably



Ms. Anuradha Sridhar,  
Banking Specialist, MSME,  
International Finance  
Corporation - Financial  
Institutions Group (FIG)-  
Advisory

Evidence from the implementation of the 'Banking on Women' Program indicate the following:

1. Women customers have huge unmet demand for loans. If tapped properly, women customers can bring a huge deposit to financial institutions.
2. Women customers have a satisfactory track record of repaying loans. Therefore, credit offered to women enterprises has a lower chance of turning into a non-performing asset (NPA).
3. Women as customer base make a sound business proposition for financial institutions.

In April 2016, Government of India launched the Stand-Up India scheme to offer financial support for women-owned enterprises. SIDBI and NABARD are the designated Connect Centres for this scheme. Under the Stand-Up India scheme, women-owned enterprises can avail a loan of up to Rs 1 crore. Under this scheme, every bank must offer loan to at

least one woman enterprise per branch for setting up green-field project. So far, 17,000 women enterprises have been assisted and Rs 20 crore has been disbursed under this scheme. The government has set up an e-platform, known as stand-Up India portal, for women to access loans through online channels. This online platform connects women entrepreneurs (who wish to borrow funds) with the banker or handholding agencies, as the case may be. Women borrowers, who register in this e-platform, will have to choose either of the two options – 1. Ready borrower, 2. Trainee Borrower. If the woman borrower chooses the first option, she would be directed to a lending agency for availing a loan. If the borrower chooses the second option, SIDBI will arrange for supporting such borrowers in acquiring financial literacy, skill training, entrepreneurship development programs and other such training services. The borrower, exercising the second option, can access finance after undergoing the required training as sought by her. The Stand-Up India



Smt. Chand Kureel, Deputy General Manager, Small Industries Development Bank of India, Mumbai Regional Office

scheme has contributed immensely to women's economic empowerment.

“In my lifetime, I have seen many women-owned enterprises that are successfully run. These companies have scaled up their operations successfully by availing institutional credit and training services.”

I am going to share with you some of the impactful corporate social responsibility (CSR) projects that have benefitted women.

Some CSR projects in India have addressed the issue of infant mortality, while some others have focused on educating girl children. In many instances, girl children drop-out of schooling because of

the distance between their home and schools. Some CSR projects have offered vocational training and job opportunities to these drop-out girl children.

Tata Steel implemented its CSR project, named Maternal and Newborn Survival Initiative or Mansi in Jharkhand's Seraikela block in 2009. Under this project, women health workers were trained to deliver home-based care to expectant mothers and newborns. This project helped in reducing infant mortality across 167 villages of the Seraikela block.

In another instance of CSR initiative, the K. C. Mahindra Education Trust (KCMET) initiated Project Nanhi Kali in 1996 to promote primary education among underprivileged girl children in India.

Under this project, underprivileged girl children are offered academic, material and social support to access quality education by attending school. The project also welcomes sponsorship from the public for providing primary and secondary education to underprivileged girl children.



Ms. Charu Pragya, Opinion maker, Social reformer, Budding Author

## Session - V

### Women's Empowerment through Capacity Building and Social Entrepreneurship



(L-R): Mr. Vijay Kalantri, Vice Chairman, World Trade Centre Mumbai, President, All India Association of Industries, Prof. George T. Haley, Professor of Marketing and International Business, University of New Haven, West Haven, Connecticut, USA, Dr. Monisha Behal, Executive Director, North East Network, Guwahati, Mr. T. Kalyan Chakravarthy, Founding Sevak and Executive Director, PanIIT Alumni Reach For India Foundation, Ms. Karon Shaiva, Chief Impact Officer & MD, IDOBRO, Shri Deepak Vasant Kesarkar, State Minister, Home (Rural), Finance and Planning, Government of Maharashtra, Ms. Rupa Naik, Director-Projects, World Trade Centre Mumbai, Executive Director, All India Association of Industries, Ms. Abha Singh, Senior Advocate, Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, International Trade Centre, Geneva, Ms. Roshini Suparna Diwakar, Project Manager, Phicus Social, Ms. Anupama Kapoor, Founder, Reboot, Ms. Pallavi Jha, Chairperson & Managing Director, Walchand People First Ltd, Mr. Y. R. Warekar, Executive Director, World Trade Centre Mumbai.

#### Following is the excerpts of the speeches delivered during the fifth session

IDOBRO runs an accelerator program to empower women through the ABCD strategies, where A stands for Access to Markets, B for Building Capacity, C for Creating Linkages and D for Deliver Solutions. Women entrepreneurs can be empowered by helping them in gaining access to new markets and engaging them in capacity building. We did a small training session on 'Packaging' with Women Self Help Group.



Ms. Karon Shaiva, Chief Impact Officer & MD, IDOBRO

Packaging is one area which women

entrepreneurs need to focus on enhancing the sale of their products. We found that some women entrepreneurs could double their sales by just making a minor improvement in the packaging of the products. Another focus area is the communication strategy. There was a woman who manufactured and sold incense sticks. Child labor is rampant in the incense stick manufacturing sector. We advised these women manufacturers to insert a tagline 'no child labor' in their communication strategy. After including this tagline, the sale of incense sticks manufactured by these women rose 64%.

The digital revolution and advancement in information technology is a primary facilitator for women entrepreneurs. According to a study, women are more likely than men to grasp technology and make use of it in their business.



Ms. Roshini Suparna  
Diwakar, Project Manager,  
Phicus Social Solutions

Phicus is a not-for-profit organization based out of Karnataka, and it works on capacity building in the social sector. Rural women lack context specific information on financial, social, political and cultural issues. Phicus believes in providing the necessary information to women and thereby bringing positive impact

on their families and communities.

In 2011, the project Jagriti was launched in partnership with Grameen Koota Financial Services Pvt. Ltd., to disseminate information and create awareness among rural women. The project was initially implemented in Karnataka in 2011, and then expanded to Maharashtra in 2013. Through this project, we started sharing information on government schemes, health care, sanitation etc among rural women.

To assess the outcome of this project, we conducted an impact study in 2015. The study found that the information disseminated through this project got translated into action. For instance, dissemination of information on the menace of open defecation and the various government schemes available to address this issue. Women in Self-Help Group shared the information with other women who are not part of this group. These women not only built toilets in their home but also helped women from other communities to build toilets by seeking funds from their Gram Panchayat. Jagriti now reaches over 9 lakh women across Karnataka and Maharashtra.

In future, we are planning to adopt Information and Communication Technology to enhance the reach of the information to women in urban areas. Especially, women working in the informal sector in the urban areas face a lot of challenges. We want to build a strong community of these women in the informal sector and enable them to find solutions for their challenges.

ITC works with small and medium enterprises across 200 countries. Around 40% of SMEs are run by women. However, out of five SMEs led by women, only one is able to export its products. We must have a better understanding of what we can do for these women-run SMEs. Following are some of the constraints in addressing the problems faced by women-run SMEs across the globe:



Ms. Dorothy Ng'ambi  
Tembo, Deputy Executive  
Director, International  
Trade Centre (ITC), Geneva

- Poor data availability: There is a lack of data on the number of SMEs run by women, their business activity and so on.
- Inadequate institutional capacity building: We must have strong institutions for capacity building of women enterprises and to ensure the sustainability of women's businesses. However, my observation shows that women institutions are weak and vested interests mostly represent them.
- Lack of effective government measures: Often, initiatives by the government to support women-run SMEs are not well coordinated. Sometimes, these actions are not sequenced properly, or they do not respond to the priority that is identified.

The biggest challenge that (women) entrepreneurs face in the USA is lack of mentorship. In a survey, conducted in the USA on women's entrepreneurship, 82% of the female respondents cited lack of mentorship as the greatest challenge for them. Women entrepreneurs require mentoring in building and expanding their business. Women entrepreneurs also require capacity building to train them on managerial, technical and marketing skills.

Another major problem faced by women entrepreneurs is, lack of finance. The amount

of funding received by women entrepreneurs is only 50-60% of the total funding received by men entrepreneurs for the same projects. Among all the companies that are funded by venture capital investors, only 3% had women CEOs. Lack of institutional funding is a major reason why women enterprises are not able to hire more employees and expand their business.

In order to enhance financing for women enterprises, more and more women must head financial institutions such as banks, venture capital funds and private equity funds. If women become bankers, private equity fund managers and heads of other financial institutions, they would meet the financial needs of women entrepreneurs.

Nagaland has the best bio-diversity zone in India and agriculture is the major source of livelihood. Government policy must support women farmers as women play a major role in the agriculture sector of Nagaland. Traditionally, women have preserved high quality, indigenous seeds of various crops in Nagaland. I recommend Government of India to support these women farmers in distributing these seeds across various parts of India.

Millet is one of the main crops produced by farmers in Nagaland. The government must help these farmers in bringing modern technologies for



Prof. George T. Haley,  
Professor of Marketing  
and International  
Business, University of  
New Haven, West Haven,  
Connecticut, USA

de-husking these millets so that they can be sold in the market.

The government must also support women in the weaving, handicrafts and herbal production sectors. Women entrepreneurs in these sectors must be trained on packaging and labeling of their products.

Nagaland is a highly patriarchal society, and women entrepreneurs have limited access to finance. We must set up financial institutions that cater to the financing needs of women entrepreneurs.

The government must also help women enterprises in adopting the cutting-edge information and communication technologies. For instance, the software system must be introduced to aid processes such as stocking yarns, distributing it in the market and so on. Information technology must reach all women in rural areas.



Mr. T. Kalyan Chakravarthy,  
Founding Sevak and  
Executive Director,  
PanIIT Alumni Reach For  
India Foundation

Run a not-for-profit organization called PanIIT Alumni Reach for India Foundation at IIT. It is a nation-building institute of all the IITs in India, and it focuses on skill development and promoting entrepreneurship. Our foundation works on Skill Loan

based model in skill development. We must not view skill development and entrepreneurship as two distinctive buckets. We have helped people who repaid their skill development loan to avail financial support under MUDRA Scheme so that they can start their own business.

“There are three distinct case studies I would like to share here. Till some years ago, there were not many women professionals in the manufacturing sector. However, women’s representation in the manufacturing sector has improved in recent years because of various factors including the changes in the labor laws. For instance, today, women

workers constitute 40% of employees in the shop floor of Cummins compared to only 20% some years ago. The time has arrived to stop making distinctions between men and women in the manufacturing sector. Our Foundation is running an Industrial Training Institute exclusively for women in Jharkhand.”

In women’s entrepreneurship, the Mann Deshi Foundation has pioneered a business model where women are not only considered as producers but also consumers of their goods.

I want to emphasize on the power of technology, especially internet in transforming entrepreneurship. Internet and e-commerce have enabled rural producers to sell their goods from their home. For instance, the e-commerce website ‘Etsy’ allows producers of curated hand-made products in the countryside to sell them at its marketplace.

I represent Dale Carnegie Training, which offers soft-skill training to youth. Dale Carnegie has recently introduced a division known as India Futures, which provides skill development for employability of youth. I also co-chair Indian Women’s Network, which provides various kinds of support to women professionals and women entrepreneurs.



Ms. Pallavi Jha, Chairperson & Managing Director, Walchand People First Ltd.

There is enough in the environment that allows women to do what they want to do. According to me, true empowerment comes by helping women to find a vision in their life. Studies conducted on start-up enterprises shows that entrepreneurial activity of men comprise 9.5%, while that of women comprise 7.5% at the start-up stage. However, at the later stage, the entrepreneurial activity of men falls to 7.5%, while that of women declines to 2.5%. This shows that women entrepreneurs are unable to sustain their ventures after the initial phase. At the initial phase,

women entrepreneurs face challenges such as lack of family support. Family support is the key element for the sustainability of entrepreneurship. Therefore, capacity building initiatives for women entrepreneurs must focus on improving family support for these entrepreneurs. Another essential factor for sustainability of women enterprises is continuous mentoring. Women entrepreneurs also lack mentoring and networking. Indian Women’s Network has conducted training programs for women self-help groups. These training programs focused on branding, enhancing market access and communication strategies. Training should not be a one-off event, but a permanent process in women enterprises.

Thus, family support and regular training and mentoring can help in the sustainability of women enterprises.

Reboot is a social enterprise that supports a community of women professionals who have taken a break in their career and who want to re-enter the job market. Reboot provides training and skill development workshops for these women so that they



Ms. Anupama Kapoor, Founder, Reboot

can resume their professional career. “I have observed that women who have taken a long break in their career have the aspiration to re-enter the job market. These women have clear goals about what they want to do in their career.

Technology is a great enabler for women entrepreneurs. In fact, I would not have founded Reboot without the help of technology. I promote use of technology among women entrepreneurs. I conduct weekly sessions to train women entrepreneurs to use Facebook, Twitter, and other social networking sites to market their products.

I have also co-created a one-year management program at SP Jain Institute of Management and Research, Mumbai. I see a lot of women from distant places joining this course. In fact, 8 out of

the 20 students in this management program are women from far-off places such as Bangalore and Hyderabad.”

India holds 135<sup>th</sup> rank among 147 countries in the United Nation's Women Empowerment Index. Women constitute only 12% of Parliamentarians in India compared to the global average of 22.4%. India ranks 103<sup>rd</sup> out of 140 countries on the proportion of women in Parliament.



Ms. Abha Singh, Senior Advocate

India must improve the healthcare infrastructure for women. Reports suggest that 80% of women in India do not have access to ante-natal treatment facilities. It is the right time to empower women through capacity building and social entrepreneurship. We must take a pledge that we can contribute something positive to the society.

“I am a lawyer by profession, and I resolved that my duty is not only to put people behind bars but also to bring the convicts back to the mainstream after they finish their jail term. Because of the social stigma, women convicts want to pursue self-employment avenues instead of seeking jobs in companies. Therefore, I run programs to train women prisoners in beauty care. I also run programs on computer skills among jail inmates. I train convicts on manufacturing and marketing of pickle and papads. I have created a back-end supply chain to sell these products in the market and enable the prisoners to earn income. Even female convicts have the aspiration to be part of the mainstream society.”

“I feel we must impart digital literacy among women in rural areas. It will empower women to undertake business activities using e-commerce. Digital literacy will also help women farmers access real-time information on the market price of their crops, weather pattern etc.”

“I am also in the process of launching a website known as ‘Taarik Pe Taarik’ to bring accountability and transparency in the judicial system.”

Women in Iran are very active in diverse fields such as politics, judiciary, banking and finance, engineering and so on. In education, the proportion of women students in university is 52%.



Ms. Masoumeh Tavakoli, Expert, The Welfare Organization- Sazman Behzisty

Women are also holding top posts such as chief executive officers, managers, deputy ministers and Ambassadors. We must also recognize their presence in research and academic sector.

Our organization works towards improving the social status of women in Iran by providing them skill training, enhancing their employability in the corporate sector and so on. The organisation contributes to women's empowerment by rendering the following services:

- \* The payment of education and vocational training expenses of needy women
- \* Creating employment opportunity for qualified and skilled women
- \* Conducting capacity development programs

Cross-country experience suggests that microfinance is an effective tool to lift people out of poverty.

“We have introduced microfinance program to provide credit, saving, insurance to women self-help groups. This program has improved the living standards of people in the vulnerable section of society, especially women and youth in rural and urban areas.”



Shri Deepak V. Kesarkar, Hon'ble Minister of State for Home (Rural), Finance and Planning, Maharashtra State

“I represent a district where the population of women is more than that of men. In my district, the sex ratio is 1090 female for every 1000 male. The government of Maharashtra conducts resource-based planning across all districts in the state. In the two districts, that I work for, we have identified seven sectors for development. We would involve more women than men in these development projects. One of the sectors identified for development in the two districts is crab farming. In these districts, there are a lot of mangroves where crab farming can be undertaken.”

“We are supporting crab hatcheries in these districts. The government of Maharashtra has developed 18,000 hectares of coconut farm in one of these two districts. The husks and shells from these coconut plants have used a fuel,

and they are cumulatively worth Rs 400 crore. If we convert these into yarns, we can provide livelihood to thousands of women in rural areas. Both the districts have 49% of green cover, and they are rich in horticulture crops.”

“If we develop value chain of these horticulture crops, including honey, herbal medicine, it can provide tremendous employment opportunity for women. Both the districts are known as tourist destinations, where the role of women is important. We are establishing factories where 95% of workers would be women. We are implementing a National Rural Livelihood Projects with the support of the World Bank. Under this project, cadres of women are trained to help farmers or to do farming themselves. This cadre of women is known as Krushi Sakhis. We are also training cadre of women, known as Matsya Sakhis, in the fishing sector. We are helping women self-help groups to run hatcheries. One hatchery can support 40 women self-help groups. We promote arts and culture in villages through Shilpagram project. Under this project, women are trained to speak in English so that they can interact with foreign tourists.

Our government is also taking steps to make the environment safe and secure for women workers, especially women who are employed in the Information Technology Sector. We have introduced a cadre, known as the ‘Buddy Cop’, in our Police Department. The buddy police officer is like a family member for all women. Women can lodge a complaint with the buddy police officer and get their grievances resolved. This way, the police department is not only responsible for promoting law and order, but also effecting social engineering.”

## Session - VI

### Women's Empowerment through Diversity, Arts and Culture



(L-R): Ms. Sunita Bhuyan, Violinist and HR Professional, Ms. Mahabanoo Mody Kotwal, Theatre Director and Producer, Ms. Varsha Hooja, CEO, ADAPT (Spastic Society), Ms. Dolly Thakore, Actor, Ms. Gauri Yadwadekar, Head, Artistes and Repertoire Times Music, Ms. Carolina Quintana, Coordinator, Networking and Partnerships in Cultural Industries, UNCTAD.

#### Following is the excerpts of the speeches delivered during the sixth session

“I started my career in theater arts at the age of 44. Until then, I was working in advertisement industry, Hindi Film industry and was also involved in television serials in BBC channel.

I had an opportunity to see the play Vagina Monologues in the US in the year 2000. My son wanted me to bring this play to India. It took us 1.5 years to secure rights from the playwright to reproduce the play in India. Subsequently, in 2003, we produced the first show of Vagina Monologues in India. Since then, it has been an incredible journey, and we have adapted this play in two Indian languages. In Hindi, this play is called Kissa Yoni Ka.”

“We have also raised funds through this play for rehabilitating women victims of acid attack and other atrocities.



Ms. Mahabanoo Mody Kotwal, Theatre Director, and Producer

In foreign countries, many actresses perform in this play. However, in India, initially, actresses were shy of playing roles in this play. However, gradually, Indian women started performing roles in this play. I congratulate all women who are part of this success story.”

We need to bring differently abled people into the mainstream of the society. We cannot have diversity if we exclude differently abled people.

I am a trained teacher in the field of education for disabled children. For the last 45 years, our organization (ADAPT) has been supporting children with disability. In 1972, ADAPT was founded by Dr. Mithu Alur after her daughter was diagnosed with cerebral palsy.



Ms. Varsha Hooja, CEO, ADAPT (Spastics Society)

We work with stakeholders such as parents of disabled children, donors and government. We make disabled children feel that they are as important as any other average person in the society. We conduct several programmes to enhance the capacity of mothers to deal with their disabled children. Mother is the primary caregiver, and hence we counsel them and train them on how to address their disabled children.

We also run a program known as ‘Narika Shakti’ for the mothers of disabled children from the economically underprivileged strata of society. Under this program, we train these mothers on handicrafts, block printing, glass painting, embroidery and other income generating activities.

The teachers and trainers working in our organization are considered as social workers. Rather they should be considered as professionals who can make a difference in the lives of disabled children.

Disabled women are considered as passive recipients of donation and other support. We need to change this mindset. Our organization conducts jobfairs for disabled people. I request all companies to participate in the job fair and provide employment opportunities for disabled people.

“All my life, I have performed various roles in plays written by others. I have never had a boring day in my life. Every situation I encounter makes my day interesting. I have been in the field of communication all my life. I was a news reader in television in the 1980s. I was also a columnist on arts and culture in some newspapers. I was six years old when I played the role of Lord Krishna in play. When I entered the entertainment industry, television shows, theater plays and films were scripted and directed



Ms. Dolly Thakore, Actor

by men. But now, many sensible movies, plays and television shows are produced by women.”

“I have also played roles in Vagina Monologue, which inspired my courage. My advice to women artists and women entrepreneurs is the following: The world is open to you; just believe in yourself. Just go and do what you want in life. Don’t stand for what society dictates.”

“Music is in the genes of our family. I am engaged in the business of music rather than being a performer of music. For me, songs and music offer tremendous business potential. I feel there is immense potential to make economic returns from music. As part of my profession, I identify talented artists and make them commercially successful. I create non-movie music with various artists. It is tough to popularize non-movie music as we compete with Bollywood and other film industry. By working on non-movie music, I want to popularize folk singers from villages. Every month, we create 20-25 music from different genres such as devotional, Indipop, Indian classical, international and so on. I have worked with various folk artists in Punjab, Rajasthan, and Maharashtra. I have also worked with great musicians such as the Grammy Winner Pandit Vishwa Mohan Bhatt.”



Ms. Gauri Yadwadkar, Head, Artistes and Repertoire, Times Music

“I have also started wellness business in music. Indian classical music has the potential to heal and rejuvenate our body and mind. Ragas are used to curing illnesses such as insomnia, high blood pressure, and other human disorders.”

“Apart from the above, I have also worked on a project to create our structure called ‘Raga Symphony’ to Indian classical music. Indian classical music is different from western music. So, we need to create our notation and structure to our classical music. In this project, I worked with Pandit Jasraj, who composed primary structure of ragas for our classical music.”

“I was born in Chile and settled in Geneva 25 years ago. I’m inspired by the President of Chile Ms. Michelle Bachelet, who is serving her second term. When she completed her first term in Presidency, she got over 80% approval rating mainly because of her welfare programs targeted at women.”



Ms. Carolina Quintana,  
Coordinator,  
Networking and  
Partnerships in  
Cultural Industries,  
UNCTAD, Geneva

“I had the opportunity to witness the potential of underprivileged women when I worked for some of the microfinance projects in developing countries. Around 80% of borrowers are women in the microfinance industry. Microfinance has become a thriving industry mainly because of the creditworthiness of women borrowers. Women borrowers are hard working, and they dutifully repay their loans.

“At present, I am working for UNCTAD to promote culture and creative industry globally. Arts and creative industry not only help women economically but also lead to social change. Art forms such as films, theater and music serve as a medium for disseminating messages on women’s empowerment and gender equality. Arts and creative industry is also a tool for social inclusion as it provides livelihood and fame for differently abled artists.”

As an agency that promotes trade and economic development, UNCTAD supports the creative economy, which includes arts, crafts, theater, fashion designing, architecture and so on. Across the globe, 30 million women are engaged in the culture and creative industry. UNCTAD works with governments of various countries to formulate supportive policies for the creative industry. We sensitize governments about the potential of the arts and creative industry, regarding job creation, and effecting social change.

UNCTAD also promotes partnership among cities of different countries on arts and culture. UNCTAD encourages countries to include the protocol on cooperation in arts and culture in the bilateral trade agreements. Recently, Uruguay and Chile signed a deal for mutual co-operation in culture and creative sector by conducting joint festivals, promoting film industry and so on.

“Life does not stop if you are born as disabled. In my life, I could not get admission in regular school. After tremendous efforts, my parents managed to get admission for me in a school. One of my trainers in the school identified my talent in singing, and he encouraged me to develop that talent. In the beginning, I started singing in college shows. Gradually, I got the opportunity to perform in commercial shows.



Ms. Gouri Shashikant  
Kouthankar, Singer

However, many times, I had to travel faraway places from my home to perform in commercial shows. Initially, I used to hire a cab to go to the place. Every time, it was not possible to hire a cab for commuting. Therefore, I started traveling in a local train to attend my shows. In the beginning, I hired two escorts for helping me climb the staircase in a railway station. However, it was not affordable for me to retain these escorts permanently. Therefore, I stopped availing their service and started traveling in train alone. Although it was difficult for me initially, I am now well experienced in traveling alone in local trains.”

## Round Table Meeting with Undersecretary, Industrial Promotion Group - Philippines



World Trade Centre Mumbai organized a round table meeting with Ms. Nora K. Terrado, Undersecretary, Industrial Promotion Group, Philippines on March 28, 2017, on the side lines of the 6th Global Economic Summit 2017 on Women's Empowerment.

In her opening remarks, Ms. Terrado said: "India-Philippines partnership has been in place for some time and it needs to be strengthened further by increasing bilateral trade between the two great nations." She said that the two-way trade between the Philippines and India had reached US\$1.8 billion for the fiscal year 2014-2015 and that Indian Investment Promotion Agency (IPA)-approved foreign investments to the Philippines had amounted to PHP 1.75 billion in 2015. This included the Philippines' priority sectors for investments, such as Information Communications Technology (IT and IT enabled services and Business Process Management). Fourteen of India's IT-BPM companies had also set up operations in the country during the period.

Mr. Michael Alfred V. Ignacio, Commercial Counselor, Embassy of Philippines, said the Philippines was determined to promote

products and services in sectors such as electronics, auto parts, processed food (marine products, fruits, snack food, etc.), costume jewelry/giftware (including costume jewelry), personal care products and tourism. He also highlighted investment opportunities in sectors such as manufacturing, aerospace, processed and specialty food, IT-BPM, energy efficient technologies, retail and training. He further added, "The Philippines can also capitalize on India's strengths and expertise to enhance implementation of existing industry roadmaps on automotive, electronics, pharmaceuticals & medical technology, information & communications technology (ICT) and food."

Welcoming the participants earlier, Captain Somesh Batra, Vice Chairman, World Trade Centre, Mumbai said, "World Trade Centre Mumbai is committed to fostering better ties between Indian corporates and their counterparts in the Philippines." He also suggested continuous exchange of ideas and frequent delegations, which would harmonize these initiatives. Mr. Vijay Kalantri, Vice Chairman, World Trade Centre Mumbai, proposed the vote of thanks and appreciated the Minister for sharing valuable information on trade & investment opportunities in the Philippines.



## Save Girl Child!

*A young girl named Miss Shubra Devendra Shinde (8 years) enthralled the audience by sharing thought-provoking perspectives on the significance of girl child in the society. Following is the excerpts of her message :*

“Save Girl Child is a big social awareness programme in our society.

Girl child is considered a curse in the Indian society since ancient times. How can girl child be a curse?

Without a girl child, a boy child cannot take birth in this world. So, how can we allow violence against woman and girl child? A girl child can make a good daughter, a good mother, a good wife and a good sister in the future but if we choose to kill her, these wonderful relationships cannot exist.

Women must raise their voice against the evil of female foeticide. We must learn and take inspiration from great Indian women leaders such as Rajmata Jijau, Rani Lakshmbai, Savitribai Jyotirao Phule and Dr. Anandibai Joshi.

Our Hon'ble Prime Minister Narendra Modi started 'Beti Bachao Beti Padhao' programme to celebrate girl child and promote her education. He said Beta Beti Ek Samman. It should be our motto to provide equal treatment to girls and boys.

*Aansu Ki Ek Boond Si Hoti Hain Betiyan,  
Sparsh Khurdara Ho To Roti Hain Betiyan,  
Roshan Karega Beta To Bas Ek Hi Kul Ko,  
Do-Do Kulo Ki Laaj Ko Dhoti hain Betiyan,  
Koi Nahi He Dosto, Ek Dusare Se Kam,  
Hira Agar He Beta, To Moti Hain Betiyan.”*



Miss Shubra Devendra Shinde (left) with Dr. Malini V. Shankar, IAS, Director General of Shipping, Ministry of Shipping, Government of India

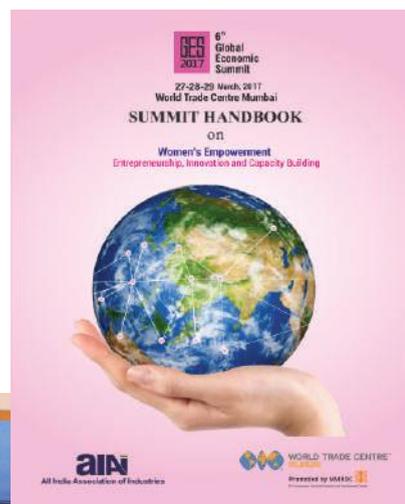
## Release of Handbook

MVIRDC World Trade Centre Mumbai and All India Association of Industries prepared the Summit Handbook on Women's Empowerment: Entrepreneurship, Innovation and Capacity Building.

The Handbook presents analytical perspectives on women's empowerment with reference to Entrepreneurship Development, Capacity Building, Sustainable Development Goals and Role Transformation.

The Handbook also contains thought-provoking articles and interviews from policy makers, women entrepreneurs, academicians, representatives from trade and industry bodies, women achievers in arts and culture.

The Handbook was released at the inaugural session of the Summit by dignitaries from United Nations Conference on Trade and Development (UNCTAD), International Trade Centre (ITC), World Trade Organization (WTO), other chief guests and top officials of World Trade Centre Mumbai.



From (L-R): Capt. Somesh Batra, Vice Chairman, World Trade Centre Mumbai, Mr. Yonov Frederick Agah, Deputy Director-General, World Trade Organization (WTO), Geneva, Ms. Michaela Marksová, Hon'ble Minister, Ministry of Labour and Social Affairs of the Czech Republic, Mr. Kamal Morarka, Vice Chairman, World Trade Centre Mumbai, Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva, Mr. Vijay Kalantri, Vice Chairman, World Trade Centre Mumbai, Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, International Trade Centre (ITC), Geneva, Ms. Nora K. Terrado, Undersecretary (Deputy Minister), Department (Ministry) of Trade and Industry, Industry Promotion Group (IPG), Philippines and Dr. Ruby Dhalla, Canadian Politician releasing the Summit Handbook on Women's Empowerment at the Inaugural Session of the 6<sup>th</sup> Global Economic Summit on Women's Empowerment: Entrepreneurship, Innovation and Capacity Building.

## Honouring Women Achievers

**W**orld Trade Centre Mumbai and All India Association of Industries honoured outstanding women achievers in the field of social work, academics, entrepreneurship,

corporate leadership, science & technology and arts & culture. In all, 43 women representing the above mentioned fields were honoured during the 6<sup>th</sup> Global Economic Summit.



**(Right) Ms. Norina Fernandes, Principal of Lilawatibai Podar School,** in recognition of her contribution to Women's Development through Innovation in Education



**(Left) Mrs. Swati R. Paradkar, President, Shri Mahila Griha Udyog Lijjat Papad,** in recognition of the organization's contribution towards women's capacity building, livelihood opportunities and self reliance



**Ms. Vaishali Wagh, Co-founder, KerfsConcept Clothing LLP & Dr Shraddha Lunia, Co-founder, KerfsConcept Clothing LLP,** in recognition of her Excellence in Woman Start up Business and Innovation



**(Right) Ms. Sana Abbas Qureshi** in recognition of her work in promoting Women's Empowerment Through Social Entrepreneurship



**(Right) Ms. Asavari Anand Pednekar,** in recognition of her Retail Entrepreneurship in Gold Jewellery Business



**(Middle) Ms. Pallavi Korgaonkar,** in recognition of her contribution to Women's Empowerment Through Social Entrepreneurship

6<sup>th</sup> GLOBAL ECONOMIC SUMMIT



**Mrs. Dolat Kotwal, Chairperson & Ms Shyamla Nath, CEO**, in recognition of tireless dedication to the cause of educating, emancipating and empowering less-privileged women to become financially independent and thus join the economic mainstream - at a time when women's "empowerment" was unheard of and actively resisted



**(Middle) Ms. Sandhya Sanjay Chavan, Head of Anandi Mini Factory & (Right) Ms. Nishi Arora, Head-Programs, Aakar Innovations Pvt. Ltd**, In recognition of their contribution to Women's empowerment through an array of Behavioural change and Menstrual Hygiene Management (MHM) program, along-with social research



**(Left) Ms. Uzma Naheed, Founder and Chairman, India International Women's Alliance** in recognition of her valuable contribution to Empower Destitute Women



**(Right) Ms. Anita Raj, Chairperson Women's Wing - Dalit Indian Chamber of Commerce and Industry (DICCI)** in recognition of her valuable contribution to Empower Destitute Women



**(Right) [on behalf of] Ms. Trisha Bimal Kothari, Product Manager, Affirm** in recognition of her exemplary work in Digital Innovation



**(Left) Ms. Rajyalakshmi Rao, Founder-President, All India Foundation of Deaf Women** in recognition of her contribution to Empower Physically Disabled Women and Consumer Rights Protection



**(Left) Ms. Maya Shahani, Founder-Chairperson** in recognition of her valuable contribution to Women's Education



**(Right) Ms. Nayantara Jain, Head, INOX Group of Companies** in recognition of her valuable contribution to the Upliftment of Tribal Women



**(Right) Dr. Babli Parveen, Assistant Professor, University of Delhi,** in recognition of her research work in History and Gender Issues



**(Right) Advocate Saveena Sachar, Founder and Managing Partner, Lawhive Associates ,** in recognition of her excellence in Legal Profession



**(Right) Ms. Sunita Babu, Principal, The Millenium School Amritsar** in recognition of her service to promote Education and Skill Development



**(Right) Ms. Priyanka Chadda, Vice Chairperson, Shahjee Foundation** in recognition of her valuable service to empower women through social work



(Right) Ms. Prajakta Patil, Mg. Director, BIG Strategic Management Consultants, UAE in recognition of her successful track record in Global Entrepreneurship and Innovation



(3<sup>rd</sup> from Left) Ms. Rolita Patil, Strategic Initiatives, International Affairs - Chairman & Mg. Director's Office, HCC Ltd. in recognition of her excellence in Corporate Leadership



(3<sup>rd</sup> from Left) Ms. Prerana Desai, Vice President-Research - Edelweiss Agri Services and Credit, Edelweiss Agri Value Chain Ltd. in recognition of her excellence in Corporate Leadership



(3<sup>rd</sup> from Left) Ms. Meena Ganesh Utekar, Proprietor, Tapola Agro Tourism in recognition of her excellence in Sustainable Rural Entrepreneurship



(3<sup>rd</sup> from Left) Ms. Purnima Manish Shirishkar, Director, Day2Day Profit in recognition of her mission to promote financial independence of women



(4<sup>th</sup> from Left) Ms. Sumeet Sahi, Director, Sitara Shipping Ltd and Astral Freight Forwarders [Pvt] Ltd. in recognition of her Excellent Leadership in Shipping and Cargo Industry



(Right) Ms. Suvarna Shedge, Proprietor, Naisargik Agro Products, Shedagewadi in recognition of her excellence in Sustainable Rural Entrepreneurship



(Right) Ms. Gauri Amit Kelshikar, Director-Gauri Plastochem in recognition of her Excellence in running Family Business through Sustainable Leadership



**(4<sup>th</sup> from Left) Ms. Monal Srivastava, Regional Head – Human Capital & Administration - DP World** in recognition of her Excellence in Human Resource Practice in Shipping and Logistics Industry



**(4<sup>th</sup> from Left) Ms. Audrey Dolhen, Mg. Director, CMA CGM Agencies India Pvt Ltd, Mumbai** in recognition of her Excellent Leadership in Shipping and Cargo Industry



**(Right) Ms. Prerana Langa, CEO, YES FOUNDATION, (a social development arm of YES BANK)** in recognition of her in Leveraging Innovation at Scale for Women Empowerment



**(Left) Ms. Veena Mankar, Founder & Chairperson, Swadhar Finserve Ltd.** in recognition of her contribution to Women's Development through Financial Services



**(Middle) Ms. Rekha Kulkarni, Chief Executive Officer, Mann Deshi Mahila Sahakari Bank** in recognition of her excellence in Social Entrepreneurship in Development of Women's Economic Status



**(Left) Dr. Radhike Khanna, Vice Principal, SPJ Sadhana School; Founder Trustee, Om Creations and Shraddha Charitable Trust** in recognition of her valuable contribution to empower Mentally Challenged Women



(Left) Ms. Nidhi Nath Srinivas, Chief Marketing Officer, NCDEX in recognition of her excellence in Corporate Leadership



(Left) Ms. Sandhya Panaskar, Theatre Artist in recognition of her excellence in Theatre Arts



(Left) Ms. Vega Tamotia, Film Artist in recognition of her excellence in film acting and film production



(Left) Ms. Huzan Mistry, Trustee, Sujaya Foundation in recognition of her valuable service in Empowering Physically Disabled Women



(Left) Ms. Nazneen Shaikh, President and Founder, Sakhi Foundation in recognition of her excellence in Journalism



(Left) Ms. Sonali Ghate Bane, Chairperson, Lakshya Art Foundation (LAF) in recognition of her valuable contribution towards livelihood support for physically challenged artists



(Left) Dr Suman Bhatla, Gynaecologist in recognition of her valuable contribution to healthcare and medicine



(Left) Ms. Naman Gupta, Research Scholar, Policy Expert on Climate Change in recognition of her exemplary research and policy work on Women Development & Climate Change

## Differently-abled girls were felicitated for their achievements in empowering themselves

A designated space to showcase their Arts and Crafts was provided at the Summit

### (Left) Ms. Bharti Krupal Walmiki

Bharti loves to make handmade jewellery. During Ganapati festival she makes Pure silk Paithani Shela with decorative beads. She is also a trained dancer. She received an award from Lions Club for her dance performance in 2006.



### (Left) Ms. Jyoti Mastekar Chavan

Jyoti is a trained dancer of 'Lavani', a folk dance in Maharashtra. She is also a fashion designer in kids wear segment. She makes beautiful tattoos and canvas painting.

### (Right) Ms. Sapna Khedekar

Sapna Khedekar is a Graduate. She is excellent in making chocolates, chocolate bouquets and cup cakes. Sapna has done block printing on sarees, dupattas, kids T-shirts, cocktail napkins and table cloths.



## Business-to-Business Meetings

As part of the Global Economic Summit (GES) 2017, Business to Business Meetings (B2B) were organized on March 27, 2017, to provide opportunities to the new generation and established women entrepreneurs to interact with their potential partners with a view to expand their businesses both domestically and globally.

Requests from around 27 International Delegates from Bangladesh, Myanmar, Nepal, USA, Switzerland, Singapore, Bhutan, Nigeria, Italy, China, Vietnam, Afghanistan were processed for the B2B session. Over 50 Indian companies from different sectors such as health and wellness, arts and crafts, textiles and apparels, banking and

insurance, education, social enterprise and non government organizations (NGOs) participated at the B2B meetings. Around 500 B2B meetings were scheduled between the International and Indian Delegates, each lasting for about 15 minutes.

In addition, the overseas delegates had specific meetings at the exhibition area with the Indian exhibitors from spices, food & beverages, textile & garments, handicrafts, accessories, household décor, and other sectors.

Overall, the participants (Indian and International) expressed satisfaction at the outcome of the B2B meetings. Some of the participants also took membership at World Trade Centre Mumbai.



# Exhibition

One of the main highlights of the 6<sup>th</sup> Global Economic Summit was exhibition of products and services by women entrepreneurs, micro, small and medium enterprises, start-up companies, financial institutions, government agencies, public sector organizations and non-government organizations.

Government agencies such as Maharashtra

Small Scale Industries Development Corporation (MSSIDC) and MSME - Development Institute, Mumbai participated in the exhibition. Financial institutions such as IDFC Bank Ltd. and Small Industries Development Bank of India (SIDBI) showcased their financial products and schemes to women entrepreneurs. In all, 40 exhibitors presented their products and services at the event.



## Cultural Programme

**W**orld Trade Centre Mumbai (WTC) and All India Association of Industries (AIAI) organized cultural programmes during March 27 and 28 on the sidelines of the 6<sup>th</sup> Global Economic Summit.

On March 27, veteran musician Sunita Bhuyan conducted a Musical Show on the theme “WE” Factor. ‘WE’ Stands for Women’s Empowerment. WE – Enable Engage and Empower through music.

Other artists who performed at the show are Saskia De Haas (on Cello), Debopriya Chatterjee (on Flute), Bhushan Parchure (on Tabla) and Ameya Naik (on percussions).

On March 28, Theatre Director and Song Writer Isheetta Ganguly produced a short play: ‘From darkness to light: An extract from Three Women’. This play is a musical theatre production which focuses on the core of women’s identity and finding empowerment through purpose. Across centuries, women have faced barriers in defining their own purpose outside of expected societal roles of the matriarchy. To realize our own passions, our own purpose which can then translate into economic empowerment requires a level of self-actualization and commitment to developing strengths and an unlearning of the barriers and walls in our belief system that have inhibited that collective capability.



## Export Counseling Sessions



**Starting Export Business :** Mr. Indranil Deb is the Founder and Head of Mobius Strip Capital Advisors, a specialist, independent Corporate Finance, Strategy, Research, PE & M&A and Wealth Management Advisory firm



**Global Marketing :** Mr. Virendra Gupte has 36 years of experience at Tata International, handling regulatory affairs/trade matters relating to RBI, EXIM Bank, Export Risk Insurance, Govt. of India, WTO. He was also involved in initiatives such as setting up representative offices, risk management process, corporate sustainability, UN Global Impact and Affirmative action

## Visit to Women's India Trust

**A**s part of the Global Economic Summit 2017, a field trip was organized for the delegates to get a first-hand experience of the working of a women-owned and managed enterprise located at Panvel near Mumbai. A large delegation of over 30 women representing diverse business and academic interests visited Women's India Trust (WIT) on March 29, 2017. The delegation was led by a three-member team of officials from the World Trade Centre Mumbai.

Women's India Trust provides education, vocational skills training and livelihood opportunities to unskilled and less privileged women, empowering them with knowledge and self-reliance. In four decades of continuing voluntary initiative, WIT has not only helped unskilled and less fortunate women, but has also empowered them to live life with dignity. WIT thus provides a life enhancing window of opportunity to these less privileged women in

and around Mumbai.

The delegation was hosted by Ms. Shyamla Nath, CEO, WIT. In her presentation, Ms Nath explained the goals and objectives of WIT and provided a glimpse into the various activities conducted by the Centre for the uplift of underprivileged women.

This was followed by a visual tour of the various activity units of the Centre with live demonstration of the artisanal work such as home accessories, screen and block printing on fabric, toy making, food processing, training in nursing, etc. The products made by the women artisans are sold through the retail outlets of WIT and find their way into homes across the world.

Among the delegates were Ms. Dorothy Tembo, Deputy Executive Director of International Trade Centre (ITC), Geneva and senior officials of World Trade Organization, Geneva and key representatives from various international organizations and establishments.



# Photo Features





# Programme Schedule

**Day 1 : Monday, 27<sup>th</sup> | March, 2017**

| <b>Time</b>       | <b>Agenda</b>   |
|-------------------|---|
| 8.00 am onwards   | Registration  |
| 10.00 am          | <b>Inauguration of Summit Exhibition at South Lounge, Ground Floor, Centre 1 Building by</b> Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva |
|                   | <b>Inauguration of Summit Conference at Centrum, 1st Floor, Centre 1 Building by</b> Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva         |
|                   | <b>Lighting of the Lamp Ceremony and Felicitation of the Honourable Guests</b>  |
| 10.30 am          | <b>Welcome Address :</b><br>Mr. Kamal M. Morarka, Chairman, MVIRDC World Trade Centre Mumbai  |
| 10.40 am          | <b>Theme Address and Launch of SheTrades app</b><br>Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, International Trade Centre (ITC), Geneva  |
| 11.00 am          | <b>Special Address</b><br>Ms. Michaela Marksová, Hon'ble Minister, Ministry of Labour and Social Affairs of the Czech Republic  |
| 11.10 am          | Dr. Ruby Dhalla, Canadian Politician  |
| 11.20 am          | Ms. Nora K. Terrado, Undersecretary (Deputy Minister), Department (Ministry) of Trade and Industry, Industry Promotion Group (IPG), Philippines   |
| 11.30 am          | <b>Plenary Address</b><br>Mr. Yonov Frederick Agah, Deputy Director-General, World Trade Organization (WTO), Geneva   |
| 11.50 am          | <b>Presentation of Awards</b>   |
| 12.15 pm          | <b>Keynote Address</b><br>Dr. Mukhisa Kituyi, Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva  |
| 12.40 pm          | Release of Summit Handbook  |
| 12.45 pm          | <b>Concluding Remarks</b><br>Capt. Somesh Batra, Vice Chairman, World Trade Centre Mumbai   |
| 12.55 pm          | <b>Vote of Thanks</b><br>Mr. Vijay G. Kalantri, President, All India Association of Industries and Vice Chairman, World Trade Centre Mumbai, Director - WTCA Board, N. Y                                |
| 1.00 pm - 2.00 pm | <b>Networking Lunch</b>   |

**2.00 pm – 4.00 pm** – **Session I - The Evolving Woman in the 21<sup>st</sup> Century**

Women's development and empowerment has attained heightened relevance in the context of the United Nation's Sustainable Development Goals (SDGs). SDGs envisage women's full and effective participation in business and trade, women's equal rights to economic resources, among other targets. The session will examine the opportunities and challenges faced by women in the new era and discuss the way forward.

- \* Sustainable Development Goals and women empowerment : Charting the Course for Change
- \* Women's Issues and challenges in the 21st century
- \* Women's Rights: Towards social and economic gender parity

**Moderator :** Dr. Ella NilaKanthi Ford, Director, Integral Performance Europe and Asia

**Panelists:**

- Ms. Saroja Sirisena, Consul General, Consulate General of the Democratic Socialist Republic of Sri Lanka in Mumbai
- Ms. Michaela Marksová, Hon'ble Minister, Ministry of Labour and Social Affairs of the Czech Republic
- Dr. Sonia Sethi, IAS, Additional Director General of Foreign Trade, Directorate General of Foreign Trade, Mumbai
- Ms. Pooja Bedi, Actor and Columnist

**An ASEAN Perspective on the evolving women in the 21st century**

The session will also present the ASEAN perspective on women empowerment with a stimulating discussion on the gender- specific policy initiatives and approaches towards the uplift of women in the region.

- Ms. Nora K. Terrado, Undersecretary (Deputy Minister), Department (Ministry) of Trade and Industry, Industry Promotion Group (IPG), Philippines
- Mdm. Nguyen Thi Tuyet Minh, Chairwoman, Vietnam Women Entrepreneurs Council (VWEC), Vietnam Chamber of Commerce and Industry (VCCI), Vietnam

**Presentation of Awards**

**4.00 pm - 5.00 pm** – **Session II - STEM - Education, Science, Technology and Empowerment of Women**

Education and skill development are powerful catalysts for women's inclusion in the economic growth process. Experts will discuss the role of academic institutions and civil society in improving access of women to education in engineering, science and technology. The session will also highlight some of the successful initiatives such as Support to Training and Employment Programme for Women (STEP) to promote women's skill and capacity building.

- \* Access to and participation of women and girls in education, training , science & technology
- \* Empowering women through skill development for economic inclusion
- \* Technical and vocational education and training of women : challenges and opportunities

**Moderator:** Ms. Sairee Chahal, Founder, Sheroes

**Panelists**

- Ms. Sangeeta Wij, President, Women in Science and Engineering (WISE)
- Engr Valerie Agberagba, Vice President, World Federation of Engineering Organisations and Chair, Committee for Women in Engineering, France
- Ms. Karen Horting, Executive Director and CEO Society of Women Engineers, USA
- Ms. Roslina Chai, Co-Founder & Chief Learning Curator, Grow Your Knowledge Into Being (Gnowbe), Singapore
- Dr. Asmita Chitnis, Director, Symbiosis Institute of International Business [SIIB]
- Dr. Mrs. Madhuri B. Khambete, Principal, Cummins College of Engineering for Women
- Prof. Usha Haley, Professor of Management, College of Business and Economics, West Virginia University, USA
- Dr. Yogita Shukla, Advisor, SkyMap Global and DST Fellow at Indian Institute of Remote Sensing

**Presentation of Awards**

**5.00 pm - 6.30 pm** - **B2B Meetings, Visit to Exhibition (South Lounge, Centre 1 Building)**

**7.00 pm - 8.00 pm** - **Welcome Reception: Cultural Programme**  
(Venue - Centrum, 1st floor, Centre 1 Building)

“WE” factor, a womens trio led by Sunita Bhuyan along with Saskia De Haas on Cello and Debopriya Chatterjee on Flute. WE Stands for Women’s Empowerment. WE – Enable Engage and Empower through music. All three artists representing each of these themes. They will be accompanied by Bhushan Parchure on Tabla and Ameya Naik on percussions.

**8.00 pm** Gala Dinner (Venue - Centrum, 1st floor, Centre 1 Building)

**Day 2 : Tuesday, 28<sup>th</sup> | March, 2017**

**8.00 am onwards** Registration

**10.30 am -12.30 pm** **Session III - Leadership and Women’s Foray into the Business Domain**

The session will discuss the key factors propelling women to assume leadership role in the corporate arena. Discussions will also focus on how international trade can contribute to women’s empowerment, especially looking at developing countries, and how trade can create business opportunities for women, especially women-owned SMEs. The focus will be on the importance of making well-informed career choices and negotiation skills for women executives, boardroom policies and the changing mindset in the emerging business scenario. . Panelists will also share their insights on the role of gender diversity in promoting business ethics and managing ethical dilemmas in corporate decision making.

- \* Women in business : Opportunities and challenges
- \* Today’s women , tomorrow’s leaders
- \* Redefining the role of the new woman in the world of trade and business
- \* Women and business ethics
- \* Workplace policies

**Moderator:** Ms. Chhaya Sehgal, Founder and CEO, The Winning Edge

**Panelists:**

- Mr. Yonov Frederick Agah, Deputy Director-General, World Trade Organization (WTO), Geneva
- Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, International Trade Centre (ITC), Geneva
- Ms. Deepika R.Rajnoor, Founder and Lead Consultant, Image Mantra
- Ms. Lakmini Wijesundera, Co-founder, Director and Chief Executive Officer, IronOne Technologies (Private) Limited, Sri Lanka
- Dr. Saundarya Rajesh, Founder-President, AVTAR I-WIN
- Ms. Mitu Samar, Founder, Eminence
- Ms. Damchae Dem, CEO/Founder, Bhutan Association of Women Entrepreneurs, Bhutan
- Ms. Selima Ahmad, President and Founder, Bangladesh Women Chamber of Commerce and Industry (BWCCI) Bangladesh
- Ms. Birgit M. Liodden, Nor-Shipping Director, Norway Trade Fairs
- Ms. Tejal Gandhi, CEO and Founder, Money Matters, India

**Presentation of Awards**

12.30 pm - **Lunch**  
2.00 pm

**2.00 pm - 3.30 pm** **Session IV - Government and Institutional Support for Women**

Capacity building involves skill development and training, technology up-gradation, providing market linkages for women-owned enterprises, among others. This session will shed light on the importance of capacity building for women empowerment through cross-country experiences and case studies as also highlight how rural economy can be strengthened through skill enhancement and institutional support to women engaged in the rural and informal sectors.

- \* NGOs: Partners in social uplift and capacity building : Select case studies
- \* Women's role in transforming rural economy and harnessing economic inclusion
- \* Women's contribution to the SME sector through entrepreneurship and innovation
- \* Women in the informal sector

**Moderator:** Ms. Karon Shaiva, Chief Impact Officer & MD, IDOBRO

**Panelists:**

- Ms. Khatera Yusufi, Director Afghan Women Empowerment Foundation, Afghanistan
- Prof. George T. Haley, Professor of Marketing and International Business, University of New Haven, West Haven, Connecticut, USA
- Dr. Monisha Behal, Executive Director, North East Network, Guwahati
- Mr. T. Kalyan Chakravarthy, Founding Sevak and Executive Director, PanIIT Alumni Reach For India Foundation
- Dr. Vandana Nadig Nair, Founder, Phicus Social Solutions
- Ms. Pallavi Jha, Chairperson & Managing Director, Walchand People First Ltd.
- Ms. Anupama Kapoor, Founder, Reboot
- Ms. Abha Singh, Senior Advocate

**Presentation of Awards**

**3.30 pm - 4.30 pm** - **Session V - Women's Empowerment through Capacity Building and Social Entrepreneurship**

Capacity building involves skill development and training, technology up-gradation, providing market linkages for women-owned enterprises, among others. This session will shed light on the importance of capacity building for women empowerment through cross-country experiences and case studies as also highlight how rural economy can be strengthened through skill enhancement and institutional support to women engaged in the rural and informal sectors.

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- Ms. Pallavi Jha, Chairperson & Managing Director, Walchand People First Ltd.
- Ms. Anupama Kapoor, Founder, Reboot
- Ms. Abha Singh, Senior Advocate

**Presentation of Awards****4.30 pm - 5.30 pm** - **Session VI - Women's Empowerment through Diversity, Arts and Culture**

A panel discussion with women leaders who have created unique economic models out of their ideas, talent and passion towards a cause.

**Moderator:** Ms. Sunita Bhuyan, Violinist and HR Professional

**Panelists:**

- Ms. Mahabanoo Mody Kotwal, Theatre Director and Producer
- Ms. Varsha Hooja, CEO, ADAPT (Spastics Society)
- Ms. Dolly Thakore, Actor
- Ms. Gauri Yadwadkar, Head, Artistes and Repertoire Times Music
- Ms. Carolina Quintana, Coordinator, Networking and Partnerships in Cultural Industries, UNCTAD, Geneva
- Ms. Gouri Shashikant Kouthankar, Singer

**Presentation of Awards**

**6.00 pm - Musical theatre : From darkness to light : An extract from Three Women**

A short play by Ms. Isheeta Ganguly, Theatre Director and Song Writer

“Three Women” is a musical theatre production which focuses on the core of women’s identity and finding empowerment through purpose. Across centuries, women have faced barriers in defining their own purpose outside of expected societal roles of the patriarchy. To realize our own passions, our own purpose which can then translate into economic empowerment requires a level of self-actualization and commitment to developing strengths and an unlearning of the barriers and walls in our belief system that have inhibited that collective capability.

**7.00 pm – 9.00 pm Dinner (Venue - Centrum, 1<sup>st</sup> floor, Centre 1 Building)**

**Day 3 : Wednesday, 29<sup>th</sup> | March, 2017**

**8.00 am Visits to Women–owned and managed enterprises**

- **Women’s India Trust**  
Women’s India Trust provides Education, Vocational Skills Training and Livelihood opportunities to unskilled and less privileged women, empowering them with knowledge and self-reliance.
- **Shri Mahila Griha Udyog Lijjat Papad**  
This is the institution behind India’s favourite papad, a crisp Indian meal accompaniment. The hand made papad is the effort of thousands of women working together across the country towards their economic empowerment.

## Profile of Speakers

### **Dr. Mukhisa Kituyi - Secretary-General, United Nations Conference on Trade and Development (UNCTAD)**

Dr. Mukhisa Kituyi is the seventh Secretary-General of UNCTAD. He assumed this role on 1 September 2013. Dr. Kituyi has an extensive background as an elected official, an academic, and a holder of high government office. He also has wide-ranging experience in trade negotiations, and in African and broader international economics and diplomacy. He was born in Bungoma District, western Kenya, in 1956. He studied political science and international relations at the University of Nairobi and at Makerere University in Kampala, Uganda, receiving a BA in 1982. He went on to earn an MPhil in 1986 and a doctorate in 1989 from the University of Bergen, Norway.

### **Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, International Trade Centre (ITC)**

Ms. Dorothy Tembo, a Zambian national, took office on 3 June 2014. She has 30 years of experience in trade and development. Ms. Tembo served previously as the Executive Director of the multi-donor funded Enhanced Integrated Framework Programme (EIF) based at the World Trade Organization (WTO) from October 2008 to 2013. During her ten-

ure, Ms. Tembo spearheaded the re-launch of the programme supporting at the time 48 least developed countries (LDCs) in addressing their trade-related technical assistance and supply side constraints. From 2004 to 2008, she served as Chief Trade Negotiator and Director of Foreign Trade in the Ministry of Commerce, Trade and Industry of Zambia.

### **Ms. Michaela Marksová, Hon'ble Minister, Ministry of Labour and Social Affairs of the Czech Republic**

Ms. Michaela Marksová was appointed as Minister of Labour and Social Affairs of the Czech Republic on January, 29, 2014. In this position, she is responsible for social policy, social security, employment, labour legislation, occupational safety and health, European Social Fund and other social or labour related issues.

Ms. Marksová has for a long time been dealing with the position of women and men in the society, issues on women's rights and family policy. These issues have been subjects of her lectures and articles, and media performances. Furthermore, she is a co-author of a publication "On the way to the European Union (a guide not only for women)" and the author of a publication "Family and Work – how to reconcile without going crazy". She is married and has two children.

### **Ms. Nora K. Terrado, Under Secretary, Department of Trade and Industry, Philippines**

The Undersecretary took on the Industry Promotion Group (IPG) Portfolio of the Department of Trade and Industry (DTI) in January 2016. As IPG Undersecretary, she oversees the Foreign Trade Service Corps (FTSC), Export Marketing Bureau (EMB), Bureau of Domestic Trade Promotions (BDTP), Center for International Trade Expositions and Missions (CITEM), Philippine Trade Training Center (PTTC), Philippine International Trading Corporation (PITC), and Design Center of the Philippines. As Governor of the Board of Investments (BOI), she provides strategic direction on investment promotions and assistance. Prior to her appointment as the IPG Undersecretary, she was the executive leader for DTI's Management Services Group (MSG).

### **Mr. Yonov Frederick Agah, - Deputy Director-General, World Trade Organization**

Mr. Yonov Frederick Agah was appointed as Nigeria's Ambassador to the WTO in 2005. In that capacity, he served as the Alternate Chief Negotiator for the Doha Round and Head of Nigeria's Trade Office to the WTO in the Permanent Mission of Nigeria to the United Nations Office in Geneva. The

Trade Office is responsible for Nigeria's participation in Geneva-based trade-related international organizations, particularly the UN Conference on Trade and Development, the World Intellectual Property Organisation, the International Trade Centre and the WTO.

Mr Agah served as Chair of the WTO's General Council in 2011. He was responsible for organizing the Eighth WTO Ministerial Conference, which was acknowledged to be successful despite the prevailing stalemate in the Doha Round.

**Ms. NilaKanthi Ford, Director, KfV Consulting UK**

Ms. NilaKanthi Ford has been working on organisational restructuring and transformation, leadership and culture development for 30 years. She has been involved closely with international stakeholders at all levels, facilitating substantial and sustained improvements in organisational performance by working through the strategy and developing the people.

Ms. Ford has been instrumental in facilitating effective working relationships between Multinationals, statutory and Government authorities as well as investment houses and other financial institutions worldwide. In addition, she has been effective in coaching and mentoring leaders and their teams all over the world.

**Ms. Saroja Sirisena, Consul General of Sri Lanka in Mumbai**

Ms. Saroja Sirisena has been serving as the Consul General of Sri Lanka in Mumbai with jurisdiction in Maharashtra, Gujarat and Goa since July 2014. Prior to this, she served as the Director General for External Relations in the Ministry of Economic Development handling foreign affairs related matters from 2012-2014.

Ms. Sirisena had also served as Director -South Asia and Director -Consular Affairs of the Ministry of Foreign Affairs of Sri Lanka in 2011 - 2012. Ms Sirisena is a career diplomat of the Sri Lanka Foreign Service who has served as Minister of the Permanent Mission of Sri Lanka to the United Nations Office in Geneva from April 2010-November 2011 and the Minister Counsellor of the Sri Lanka Embassy in Brussels accredited to the European Union from 2007-2010.

**Dr. Sonia Sethi, IAS, Additional Director, Directorate General of Foreign Trade, Mumbai**

Dr. Sonia Sethi belongs to the IAS 1994 batch. Dr. Sethi has many firsts to her credit. She is the 1st lady officer of Maharashtra cadre to hold prestigious portfolios like Joint MD, CIDCO (City & Industrial Development Corporation of Maharashtra Ltd.), Joint MD & MD MSRDC (Maharashtra State Road Development Corpora-

tion Ltd.) & Transport Commissioner of Maharashtra.

The iconic Bandra-Worli Sea Link was commissioned when Dr. Sethi was MD, MSRDC. As Transport Commissioner she framed the city taxi policy that has been recently announced by the Government of Maharashtra and also the policy for promoting women drivers for auto rickshaws, taxis & heavy vehicles.

**Dr. Ruby Dhalla, Canadian Politician**

Dr. Ruby Dhalla created history in 2004 when she was elected as a Member of Parliament to Canada's Parliament and earned the honor of being one of the first Indian and first Sikh woman elected to federal Parliament in the western world outside of India. In her tenure as a Parliamentarian, Ruby has always been a respected and progressive voice, a fearless advocate, for women, and youth and those less fortunate.

From a fascinating journey that began by writing a letter advocating for peace to the Prime Minister of India at the age of 10 to being raised as the daughter of a single mother, Dr. Ruby's own journey and experiences continue to serve as her inspiration in championing change, campaigning for human rights & advocating for the voiceless.

**Mrs. Nguyen Thi Tuyet Minh, Chairwoman, Vietnam Women Entrepreneurs Council (VWEC), Vietnam**

**Chamber of Commerce and Industry (VCCI) and Director, WECREATE VIETNAM**

Ms. Nguyen Thi Tuyet Minh has nearly 35 years of working experience, in the leadership position of various organizations. Ms. Minh was the first Chairwoman of ASEAN Women Entrepreneurs' Network (AWEN) (2014 – 2016). Ms. Minh was one of the co-founders of AWEN, Gender Economic Development Working Group (GED), and Network for Empowerment of Women (NEW). She is also the Executive Member of Vietnam association for intellectual women. She is also part of the Advocacy Board for establishing Vietnam National Entrepreneur Network.

She was honoured with the Third-Class Labor Medal from the President of Vietnam in 2016 for the extraordinary achievements in establishing and operating the ASEAN Women Entrepreneurs Network (AWEN).

**Ms. Sairee Chahal, Founder, CEO, SHEROES**

Ms. Sairee Chahal is the Founder, CEO of www.sheroes.in - an online career destination for women. The SHEROES Community has access to high growth career resources, mentorship and support. SHEROES engages with businesses to help them connect with female talent in the form of employees, partners, customers and business owners.

Ms. Chahal is India's foremost

woman at work evangelist and earlier she co-founded Fleximoms. She is also the Convener, The SHEROES Summit and has been instrumental in bringing businesses and women professionals on a common platform.

Nominated for the Editor's choice for L'oreal Femina Women's Award, she is also an alumnus of Cartier Women's Award Initiative for 2012 and a TED speaker, among others.

**Ms. Sangeeta Wij, President, Women in Science and Engineering (WISE) India**

Ms. Sangeeta Wij is a renowned Civil Engineer from Delhi College of Engineering with a M. Tech from IIT Delhi and has spent 34 years in the building design industry in Senior Management Roles. She is Managing Partner, SD Engineering Consultants (SDEC), a 20 year old Detailed Engineering Consultancy firm in India. She has worked as Deputy General Manager in Rail India technical and Economic Services (RITES) before starting her Engineering Consultancy firm SDEC. She has also worked as Director (Technical) at AECOM for a couple of years handling prestigious high rise assignments.

**Engr. Valerie Agberagba, Vice President, World Federation of Engineering Organisations and Chair, Committee for Women in Engineering, France**

Engr. Valerie Agberagba is a

professional engineer and a fellow of the Nigerian Society of Engineers, a past President of the Association for Professional Women Engineers of Nigeria. Engr. Agberagba is passionate about building the next generation of engineers and scientist. Engr. Agberagba is also associated with the Federation of African Engineering Organization (FAEO).

Engr. Agberagba has served as quality control engineer in many projects within the Federal Capital of Nigeria and is very involved in the power sector. She presently leads the Presidential project of providing solar home systems to the rural communities in Nigeria.

**Ms. Karen Horting, Executive Director and CEO, Society of Women Engineers**

Ms. Karen Horting is the Executive Director and CEO of the Society of Women Engineers (SWE), a 40,000 member organization founded in 1950. SWE is the driving force that establishes engineering as a highly desirable career option for women.

With more than 25 years experience in sales, marketing, and fund development, Ms. Horting came to SWE in March 2004 from the New York Academy of Sciences where she served as Director of Strategic Planning, overseeing the Academy's development activities and long-range organizational planning. Prior to NYAS, Ms. Horting worked at the American Association for the Advancement

of Science (AAAS) managing both marketing and fund development on a global level.

**Ms. Roslina Chai, Co-Founder and Chief Learning Curator, Gnowbe . Grow Your Knowledge Into Being**

Ms. Roslina Chai is a serial entrepreneur, lawyer, organizational change strategist, professional speaker and executive coach who is passionate about elevating human consciousness. Having been involved in human development for over 2 decades, Roslina is widely recognized for her ability to create environments that catalyzes quantum changes.

Ms. Chai's professional life traversed industries such as technology, private equity, strategy consulting, shipping, urban development, education and others. Having been at the forefront of innovation for the past two decades, across multiple functions, sectors and countries, at both the regional and global level, Ms. Chai has honed the unique ability to recognize systemic patterns, intuitive trends, and build international stellar teams.

**Dr. Asmita Chitnis, Director, Symbiosis Institute of International Business (SIIB)**

Dr. Asmita Chitnis is a post graduate in Statistics and holds Ph.D in the field of Operations Management. She started her career with National Institute of Bank Management (NIBM) as a researcher and has worked

on different projects of Reserve Bank of India (RBI) during this tenure. Later, she moved into teaching and has more than 24 years of academic and corporate training experience to her credit.

Currently, Dr. Chitnis is the Director of Symbiosis Institute of International Business (SIIB) which offers two years full time MBA programs in International Business (IB), Agri Business (AB) and Energy and Environment (EnE).

**Dr. Mrs. Madhuri Bhushan Khambete, Principal, Cummins College of Engineering for Women**

Dr. Madhuri Bhushan Khambete has been serving as Principal at Cummins College of Engineering for Women, Pune since 2008. Dr. Khambete has more than 25 years of experience in academics and she is a recognized Ph. D. guide at Savitribai Phule Pune University. She has served on various committees of Pune University. Dr. Khambete is the recipient of appreciation certificate from Institute of Electronics and Electrical Engineers (IEEE) for her contribution to the field of engineering. She is also the recipient of many other awards including 'Maharshi Karve Award of Excellence' and Woman Achiever Award of 'Accenture'.

**Prof. Usha Haley, Ph.D., Professor of Management and Co-Chair, All Academy, West Virginia University**

Dr. Usha Haley is a Professor of Management at West Virginia University. Previously, she was Professor of International Business at Massey University, Auckland, New Zealand. Her research focuses on multinational corporations and international strategic management, especially in Asian and emerging markets, including business-government relations, governance, business and society, strategic decision-making, innovation, sanctions and subsidies.

She has 266 publications and presentations including 31 journal articles (in Journal of International Business Studies, Human Relations, Journal of Management Studies, Technological Forecasting & Social Change, California Management Review, and Harvard Business Review, among others), 7 books, 2 on international best-seller lists, and 38 book chapters.

**Ms. Chhaya Sehgal, Owner and CEO, The Winning Edge**

Ms. Chhaya Sehgal is a first generation entrepreneur and an alumnus of Mumbai University Institute of Chemical Technology and Jamnalal Bajaj Institute of Management Studies. She began her professional journey over three decades ago with India's public sector oil marketing company HPCL. Later, she established her firm 'The Winning Edge' – which mentors entrepreneurs and professionals across small and medium enterprises, multinational companies

and government bodies through learning and developmental interventions. She is also a visiting faculty at her alma mater Jamnalal Bajaj Institute of Management Studies, Prahlad Kakkar School of Branding and Entrepreneurship and many other management institutions for over two decades now.

**Ms. Deepika Rohit Rajnoor,  
Founder and Lead Image  
Consultant, Image Mantra**

Ms Rajnoor works on Image Elements like Clothes, Grooming, Body Language & Etiquette and Vocal communication for individuals, groups and corporate. Individual Coaching on Image enhancement for Senior Managers, Chartered Accountants, Engineering Students, Homemakers, Industrialists, Construction Managers, School Students, Recruiters and Technical Directors, Trainers, Doctors and many other profiles.

Ms. Rajnoor is a Trainer with more than 1500 hours training experience. She has conducted training sessions for Mona Spa & Salon Staff, Miss Wow Contest, Station Masters of Zonal Railways Training Institute and Branch officers of Western Railways. Conducted workshops for the Rajasthan Jain Ladies Association (Vadodara and Nadiad) and Rajasthan Jain Youth Camp, Fresher to crack their Dream Job, 'Stylized yourself-Women' in Vadodara, Business & Corporate Etiquette for professionals in Vadodara and Surat and Federation of Indian Export Organization(FIEO) members, Mumbai.

**Ms. Lakmini Wijesundera,  
Co-founder, Director and  
Chief Executive Officer, Ironone  
Technologies (Private)  
Limited.**

Ms. Lakmini Wijesundera has over 20 years of experience ranging from guiding the company's strategic direction, global growth and its innovations. As the Chief Executive Officer of Ironone Technologies (Pvt) Ltd. she oversees all aspects of Ironone business and is the driving force behind Ironone's global success.

Ms. Lakmini has been the recipient of several prestigious industry recognition awards for her contribution to the Information Technology sector of Sri Lanka including the female ICT Leader of the year, by Computer Society of Sri Lanka (CSSL) and being selected as one of the 50 most powerful women in business awarded by the Echelon Magazine and Ironone Technologies being selected as one of the 'most respected companies' in the 2016 LMD business review and awards. She has also won the following awards, Woman Entrepreneur of the Year 2015, Woman Exporter of the Year and the Gold Award in the large category at the awards ceremony held by Women's Chamber of Industry & Commerce in 2016. She recently won a special award by the National Chamber of Exporters (NCE) of Sri Lanka in recognition of the Unique Entrepreneurship and Achievement in the Field of Exports.

**Dr. Saundarya Rajesh,  
Founder – President, AVTAR  
Group**

Dr. Saundarya Rajesh is one of India's earliest voices to speak on Gender Diversity & Inclusion of Women. She has won a slew of awards – a few of which are listed here – The Standard Chartered SCOPE Woman Exemplar Award 2006, The Yuvashakti woman entrepreneur award 2007, the CavinKare Chinnikrishnan Innovation Award 2011 and the TiE Stree Shakti Entrepreneur of the year award 2011. For her work in building and creating India's first women's careers service she was awarded the Swadeshi Jagran Manch Woman Entrepreneur Award, the FICCI FLO Woman Entrepreneur of the year award, the Naturals Extraordinary Woman 2014 and the Jeppiaar Icon Award 2016.

In Jan 2016, she won the highly prestigious #100Women Achievers of India award in a public voting selection process and had lunch with the President of India! Recently, she was named to the United Nation's List of "25 Women Transforming India" developed by the NITI Aayog. Founder-President of AVTAR Group, Dr. Saundarya leads tripartite (community-organization-individual) engagements in Women's workforce participation. She has pioneered the concept of Career Intentionality and has trained several thousand women professionals on this. Her latest initiative is to skill 10,000 Corporation school girls to become career intentional via Project PUTHRI.

**Ms. Mitu Samar, Founder, Eminence**

A first generation entrepreneur, Ms. Mitu Samar has a proven track record in strategic communication and thought leadership positioning. She is the founder of 'Eminence', a boutique firm with the value proposition - building brands and positioning personalities. She serves as an Independent Director on the boards of Times group Companies namely, Brand Equity Treaties Ltd, Jungle Pictures, Zoom Entertainment Network and Times Global Broadcasting Co. Ltd. The Group owns and manages powerful brands across media such as The Times of India, Times Now, The Economic Times etc. Ms. Samar is a member of CII Indian Women Network's steering council and CII WR Task Force for Swachh Bharat campaign. She is also an active mentor under CII Western Region Women Network's initiative- '100 hours of change'. Additionally, she is on the advisory board of Biz Divas - a platform that offers diversity and inclusion expertise to organisations and a mentor at SHEROES. For her contributions in the communications space, Mitu featured in the list of '50 Most Talented Corporate Communication Leaders 2015' by World CSR congress and received the 'Promising Business Communicator 2010' award from the Association of Business Communicators of India (ABCI).

**Ms. Selima Ahmad, President and Founder, Bangladesh Women Chamber of Commerce and Industry (BWCCI)**

Ms. Selima Ahmad, President and Founder of Bangladesh Women Chamber of Commerce and Industry and Vice Chairperson of Nitol-Niloy Group is the developing world's personification working for the private sector development for last 28 years. She founded BWCCI in 2001 to empower women into businesses and developed more than 8,000 women entrepreneurs. Ms. Selima Ahmad is the Board Director of Janata Bank Limited. She is also the Board Member of SME Foundation and holds important posts in various national and international organizations.

Ms. Ahmed is the Governing Body Member of Bangladesh Economic Zone Authority (BEZA), Government of Bangladesh for two years in 2016 and also the Governing Body Member of Bangladesh Investment Development Authority (BIDA), Government of Bangladesh in 2016. She is also the Trusty Board Member of Honourable Prime Minister's Education Welfare Trust, Ministry of Education, Government of Bangladesh in 2016 and the Global Ambassador of The International Alliance for Women (TIAW). Recently she has been awarded with "2014-2015 TIAW World of Difference Lifetime Achievement Award".

**Ms. Birgit M. Liodden, Director, Norwegian Sea Rescue Academy, Ocean Industry Forum Oslo region and WISTA Norway**

Ms. Birgit M. Liodden is the Director of Nor-Shipping and a Board Member of the Norwegian Sea Rescue Academy, Ocean Industry Forum Oslo region and WISTA Norway. She also chairs two commercial real estate companies. Ms. Liodden is the founder and former Secretary General of YoungShip International. She holds 5 years entrepreneurial experience as owner of Liodden Projects, delivering project management and consultancy services to a.o. OECD, SeaTrucks Nigeria, Wilhelmsen Maritime Services and Nor-Shipping. Ms. Liodden has made her mark as a passionate shipping environmentalist and business activist, actively challenging the maritime industry on key challenges related to leadership, diversity, sustainable development, entrepreneurship and innovation. She frequently contributes as speaker and panelist both within and outside of the maritime industry, and has served as jury member for several international maritime awards.

**Ms. Tejal Gandhi, CEO and Founder, Money Matters, India**

Ms. Tejal Gandhi has 26 years of experience in the Banking and Financial Services industry. She has worked with Standard Chartered Bank over 13 years and has extensive experience

in Retail Banking and Communications all over India and overseas. She was part of the 6 member team representing India which was sent to Hongkong for the Y2K project. In 2002, she founded her own firm called 'Money Matters' which focuses on Wealth Management and Consulting. Ms. Gandhi works with various focused groups and manages portfolios and does Financial Planning for HNIs and is a Certified Financial Planner. She also is invited by various Chambers of Commerce, Rotary Clubs, Associations and Colleges to deliver talks / lectures on Personal Finance in today's times. Ms. Gandhi has won awards such as: TATA AIG Life Honors Achievers Club and ICICI Prudential Mutual Fund – Chairman's Award in the Bronze category. Most noteworthy award was as the Most Consistent Individual Financial Advisor – 09 by Motilal Oswal Securities Ltd.

**Ms. Andrea M. Ewart, President, Organization of Women in International Trade**

Ms. Andrea Ewart is a customs and International trade attorney with her own firm, DevelopTradeLaw, LLC, which works with businesses, governments, and individuals to facilitate the successful movement of goods and services across national borders. Ms. Ewart also consults businesses and governments on World Trade Organization (WTO) rules and negotiations, development of WTO-consistent trade and customs laws, trade relations with

the United States, regional integration initiatives, and other trade issues. As a customs attorney, Ms. Ewart assists and counsels businesses and entrepreneurs on accessing the U.S. market with minimum cost and hassles. Prior to opening her own firm, Andrea Ewart worked in international trade regulation and legislation with the law firm of Holland & Knight, LLP. She is the current President of the Organization of Women in International Trade (OWIT). Ms Ewart is the author of DevelopTradeLaw Blog on trade policy and issues of particular relevance to developing countries and to small businesses ([www.developtradelaw.net](http://www.developtradelaw.net))

**Ms. Denise Thomas, Director of Africa Trade Public Relations and Marketing, World Trade Center Arkansas**

Ms. Denise Henderson Thomas, a global strategist and business development expert, has been connecting people and products through strategic partnerships for more than a decade. As Director of the World Trade Center Arkansas, Africa, and Middle Eastern trade desk, she draws upon her diverse experience in international marketing, and business development to create platform opportunities for Arkansas companies to promote their work, share expertise, and seize business opportunities and partners within the state, in Africa, and the Middle East. Her innovative and unparalleled ability to harness the power of relationships to increase partners' bottom lines

has made her a sought-after expert. Equipped with 15-years of experience building relationships and managing accounts, Ms. Thomas uses her expansive network to empower professionals with the tools they need to increase clientele and connect with the right partners.

Ms. Thomas has been employed at the World Trade Center Arkansas for more than 8 years. She actively promotes trade for Arkansas through public speaking engagements in the U. S. and abroad and facilitates discussions on global opportunities at colleges, universities, and companies. She is an expert on global team building, strategic partnerships, negotiations and leadership. She has orchestrated the development and implementation of global initiatives to further growth and development of businesses in African and Middle Eastern territories.

**Mr. Joseph D. Burke, Deputy Secretary, Department of Community & Economic Development (DCED), Office of International Business Development, Commonwealth of Pennsylvania**

Pennsylvania's Office of International Business Development (OIBD) led by Joseph Burke, housed under DCED, boasts the largest network of international offices of any state in the United States. In his role as Deputy Secretary, Joseph Burke leads a professional team of international economic development specialists that contribute to

the growth and strength of the Commonwealth's economy by providing value-added international trade services to Pennsylvania's businesses and universities, and by attracting foreign business investment to the State.

Mr. Joseph Burke joined DCED in 1990 as the Deputy Director in the Office of International Business Development. Since joining the department, he has held various management positions in trade promotion and foreign direct investment. Prior to joining DCED, Joseph brought twelve years of experience in sales, market research and analysis, and business planning with major law firms in Washington, DC, and consumer packaged goods companies and marketing research firms in Philadelphia and New York City.

**Ms. Nishtha Satyam, Strategic Partnerships, Policy Impact and Public Relations for UN Women**

Ms. Nishtha Satyam heads Strategic Partnerships, Policy Impact and Public Relations at UN Women, the entity of the United Nations that is dedicated to working towards Gender Equality and Woman's Empowerment. Her role at UN Women focuses on developing strategies aimed at securing a diversified partnership portfolio with the Governments of India, Bhutan, Maldives and Sri Lanka and the Private sector to build a community of commitment leading to sustained support

for the organization. She also manages the development of programmes intended to generate demonstrable evidence that informs, influences key policy discourses and designs.

Her expertise covers the business' role in development through the Sustainable Development Goals, business ethics and governance, democratization of the ICT arena, impact of ICT on development and of the regulatory and policy environment on businesses. Ms. Nishtha has had a long standing career with the United Nations in India, prior to which she spent around a decade working in the private sector with leading firms such as KPMG and American Express as an Economist. As a futurist and feminist, she is an active advocate of the urgency to mainstream women across the marketplace, workplace and community. Nishtha has authored a number of studies on the business value of inclusion and continues to be excited about exploring the interplay of policy, politics and people to foster growth for the most marginalized.

**Ms. Viktoria Lopatina, Founder & Managing Director, Kat.El International Trade Consulting Srls, Florence, Italy**

Ms. Viktoria Lopatina was born in Vilnius, Lithuania. She has got two University degrees in Law, one in Moscow, Russia and the other in Florence, Italy and is also specialized in International Commercial Law. In

different years in International Trade, Ms. Viktoria promoted commercial relations between Italian Companies and the companies of such Countries as Russia, Baltic States, Ukraine, Azerbaijan and others.

Ms. Viktoria also developed institutional relations with different Government structures. In the last two years, she has been focusing on Indian Market, especially in following sectors: Furniture & Design; Smart Solutions for smart Cities; Fashion and Travelling.

**Ms. Kaylene Alvarez, Global Advisory Principal, Banking on Women, International Finance Corporation (IFC)**

Ms. Kaylene Alvarez is a gender specialist in financial inclusion and impact investing with the International Finance Corporation (IFC). She has over twenty years of banking and investment experience in almost thirty emerging markets. Ms. Alvarez focuses on access to finance for women-owned MSMEs, risk management, investment structuring and innovations to reach underserved sectors. Prior to joining IFC, she founded two businesses supporting equitable access to finance for women in emerging markets.

**Smt. Chand Kureel, Deputy General Manager, Small Industries Development Bank of India, Mumbai Regional Office, BKC, Mumbai.**

Ms. Chand Kureel has more than 20 years experience in SME

Banking, involved in promotion and development of SMEs and framing policy framework for credit delivery to MSME Sector. Ms. Kureel has worked in the Northern and Western Region, handling a large business portfolio, thereby, developing healthy customer relationships and having indepth knowledge of the issues faced by the MSMEs.

**Ms. Karon Shaiva, Chief Impact Officer & MD, Idobro**

Ms. Karon Shaiva is a social entrepreneur, writer, speaker and trainer. As Chief Impact Officer & Managing Director of Idobro, Karon has designed the Idobro I5 model that multiplies the impact of Women, Social and Green initiatives. She has been deeply involved in the women empowerment and social entrepreneurship space. Ms. Shaiva is a member on the international jury for the SEED Gender and SEED Global Awards and was invited to speak at the worldwide launch of the Mentoring Women in Business programme by the Cherie Blair Foundation in New York City. She passionately advocates on women issues of violence and discrimination and mentors women and youth through a number of platforms.

Ms. Shaiva has over 20 years of experience in Asia and the USA in Technology, education, finance, gemology and development sectors. Karon has lived in India, USA, Africa and Japan and her personal story has been covered by the iconic series –

Chicken Soup for the Indian Women Soul. She has authored the “Impact Shopping” page for the Afternoon Despatch & Courier that included her column “An Empowered World” and regularly contributes articles on Diversity, Inclusion and Sustainability.

**Prof. George T. Haley, Professor of Marketing and International Business, University of New Haven, West Haven, Connecticut**

Mr. George T. Haley (PhD., University of Texas at Austin) is Professor and Executive MBA Module Director of Marketing and International Business at the University of New Haven (UNH) where he teaches in graduate and executive programs. In summer, he serves as Distinguished Guest Professor of Marketing at the School of Business, ITESM in Mexico. He is founding Director of the Center for International Industry Competitiveness (CIIC), a Center of Excellence at UNH. The CIIC focuses on small and medium-size manufacturing companies' concerns in global environments. Dr. Haley's expertise is in strategic marketing and emerging markets, including the historical, cultural and legal environments in which to formulate strategies. He focuses on strategic decision-making, product and technology management, distribution and supply-chain management, B2B marketing, Chinese, Latin American and Asian business, and managing intellectual

property in emerging markets. An award-winning author, Dr. Haley has over 135 articles (in journals such as Harvard Business Review and Industrial Marketing Management), books, book chapters, research reports and presentations. He is a member of the boards of the World Affairs Council of Connecticut and the Connecticut-China Business Council.

**Dr. Monisha Behal, Executive Director, North East Network**

Ms. Monisha Behal belongs to a generation of activists whose efforts brought change in the mind sets of many rural women who had always accepted the traditional pattern of patriarchy, in parts of the north east region of India. Questioning their low status in society, Ms. Behal went on with the life mission to work with rural women's collectives, a common feature of the region. Her work is important because it touched those critical local and policy issues that women's groups are concerned about, such as good governance, land based resources, and growing violence against women. Monisha's struggle since the 80s and 90s gradually developed into a well recognized organization, North East Network ([www.northeastnetwork.org](http://www.northeastnetwork.org)). Through her work the organization has influenced several State agencies of Assam, Meghalaya and Nagaland in giving recognition to women's work and contribution to society.

**Mr. T Kalyan Chakravarthy,  
Founding Sevak & Executive  
Director, PanIIT Foundation**

Mr. Chakravarthy is a strong believer of applying market-based solutions for societal problems and development interventions. He leads PanIIT foundation that has been set up by PanIITian alumni with a mission to enhance incomes of the underprivileged through self-sustainable models like the gurukul model. The gurukul model is first-of-its-kind skill loan based vocational education program aimed at school drop-outs. A non-profit special purpose vehicle has been launched by Pan-IIT Foundation with agencies of government of Jharkhand called Prejha Foundation to replicate the gurukul and other skill development initiatives in every district of the state.

**Ms. Pallavi Jha ,Chairperson  
& Managing Director, Wal-  
chand PeopleFirst Ltd.**

Ms. Pallavi Jha is the Chairperson & Managing Director of Walchand PeopleFirst Ltd. Ms. Pallavi has diversified exposure to various management practices in areas such as training and development, HR, consulting and business restructuring, covering a wide range of industries from media, entertainment, technology to the financial services sector and the engineering industry. She has singularly led the India operations into the fastest growing region for Dale Carnegie Training, winning several global awards for

service and sales excellence. She has been a vocal spokesperson for industry associations, and has chaired and moderated panel discussions involving India's leading business leaders. Currently she is Chairperson, Indian Women's Network, Maharashtra, a CII initiative aimed at engaging, enabling and empowering women. Additionally, she has been part of women's groups, which has encouraged first generation women entrepreneurs into taking business initiatives.

**Ms. Anupama Kapoor,  
Founder, Reboot**

Ms. Anupama Kapoor is a gender advocate and a women coach, with over 20+ years of experience in diverse functions across the Services, Banking & ITeS industries, in Hong Kong, the US & India. Ms. Anupama is a passionate exponent of women's economic empowerment. She is the Founder of Reboot, A Women Empowerment Initiative by BEANStalk. Her decade long entrepreneurial venture BEANStalk, helps organizations' in retaining & strengthening the women leadership pipeline via diagnostics, strategy and implementation of gender appropriate HR policies & practices. Ms. Anupama is also a Consultant with the Women Leadership Programme at S.P. Jain Institute of Management & Research at Mumbai and has co created the India's first full-time Post Graduate Management Programme for Returning Women, aspiring to be Women Leaders of Tomor-

row. She is a pro-bono Mentor with the Cherie Blair Foundation for Women, a member of KPMG's Governance Institute's Independent Women Directors Program and also of multiple Industry women networks like IWN, FICCI FLO, etc.

**Ms. Carolina Quintana, Cre-  
ative Economy Programme,  
Coordinator, Networking and  
Partnerships UNCTAD**

The Creative Economy Programme assists government initiatives to implement integrated public policies that support the cultural sectors which are important contributors of social and economic development. The Programme provides a conceptual and policy framework as an effective way to advance policy coherence and international actions in the area of culture and creative industries and highlights the importance of culture, creativity, knowledge, and technology as key drivers for jobs creation, innovation and social inclusion. Prior to the work on creative economy, Ms Quintana was involved in various technical assistance programmes related to trade facilitation and trade promotion (Trade Point Programme), new financial services (micro-credit) and customs modernization (ASYCUDA programme). Ms. Quintana holds an MBA on Finance from the Business School Lausanne and has 25 years of experience of work in UNCTAD.



## Testimonials

### Delegates

#### Mr. Ike Sinha, Country Director, Unite4 : Good

"I am extremely grateful to you for giving 'Unite 4: Good' an opportunity to be a part of Global Economic Summit. I must say that Rupa, you are a true leader who has exhibited exemplary leadership qualities in making your complete WTC Team work together. I thank you for allowing me to work with you. I look forward to engaging with you in the future".

#### Ms. Shalini Dabholkar, Founder and Principal Consultant, SOCIOCATALYST

"As a women entrepreneur, I got a good platform to interact with professionals.

The international speakers certainly added a good perspective to challenges and possibilities in the emerging landscape on women empowerment.

Happy to have been there!"

#### Ms. Jyoti Dave-Singh, Managing Trustee, Jyoticare Benevolent Foundation

"The summit was indeed a huge success. I got to interact with many organizations and individuals whom I wouldn't have had the opportunity to meet otherwise.

Thank you for making it possible. I look forward to the next global meet".

#### Ms. Ashwini Lad, Manager-OPS, M/S Alpha Solutions and Logistics

"This is the first time I have been at GES Summit. The experience was very good in all aspects. I have met so many contacts all around the world. Definitely good for our business".

#### Mrs. Kajal Anand (Debon Herbals)

"We appreciate your support during the Global Economic Summit. We look forward to many more such Summits.

We also would like to thank your colleagues Ms. Vanita Ghuge & Mr. A. O. Kuruvila for all their support".

#### Madhuri and Kamala from Nepal

"A big thank you to WTC Mumbai and AIAI who gave us this golden opportunity to attend the Summit and special thanks to Rupa Mam, Mr Vijay Sir , Anup Misal Sir and all the team.

GES 2017 was a wonderful journey for us (me and my Mum - Kamala Bishwokarma). We are inspired by those speakers who have struggled for their name and fame and encouraged women empowerment, leading to world transformation. We met many business expert women and companies in B2B meeting".

I would like to give a few suggestions for GES 2018:

- To make/release 'GES Statement, Declaration' for advocating women's empowerment globally

ating women's empowerment globally

- Media Coverage globally

The Summit has given big opportunity to develop my business career during my start-up time. We are starting collaboration with some Indian companies for business in Nepal".

#### Mr. Shashikant Dalichand Shah, Proprietor, Dm Gems, MUMBAI

"We are extremely honoured to be a part of such a wonderful, resourceful and enlightening Summit. Please accept our appreciation for the enormous accomplishment and success of the Summit.

Having attended the Summit with my daughter Ms. Kinjal S. Shah, our total outlook of female entrepreneurship has changed. Women entrepreneurs can be unstoppable and the sky could be the limit.

The whole notion to promote and strengthen women's participation in entrepreneurship, innovation and capacity building was a grand success.

Your organization has most accurately and preciously quoted "Women around the world can improve their quality of living by focusing on practical strategies and experiences for economic inclusion. Women's contribution to the mainstream economy needs to be enhanced. The initiatives taken by academicians, social entrepreneurs, policy makers, artists and business women in their ascent to the top echelons of leadership are not sufficient. In this context the role of policy makers and leaders

is paramount in effectively implementing policies and initiatives”. It was exactly what I had in my mind after the Summit.

Hats off to you and your whole team. Keep up the good work. And we look forward to attend the next summit and be a part of THE CHANGE”.

**Ms. Monisha Behal, Executive Director, North East Network**

Thank you very much for inviting me. I do hope we have more to do with each other and perhaps a future collaboration with our north east region.

**Ms. Farhana Sharmin, Contract Supervisor , C.M. Contracts Incorporated, Los Angeles, CA, USA**

“It was really a great opportunity to meet many successful people at the same time and listen to them. The Summit was so well organized. Loved everything about it. Look forward to joining more events like this”.

**Dr. Saundarya Rajesh, Winner of “25 Women Transforming India” Award by Niti-Aayog Government of India, Founder-President, AVTAR Group**

“It was great being at the Summit. It was an amazing show and I look forward to seeing how AVTAR can be more involved with the wonderful work you do. Let’s stay connected!”

**Ms. Andrea M. Ewart, Esq. President, OWIT International**

“I have only positive feedback on the summit, which amply displayed India’s warm hospitality.

The logistics and arrangements were superb. The panels were well-rounded and representative. If I have one suggestion it would be to reduce the number of panelists, so there is sufficient time for discussions”.

**Ms. Karen Horting, MBA, CAE, Executive Director and CEO, Society of Women Engineers**

“It was my pleasure to participate! Thanks for all your assistance in preparing for the event. I hope to participate again in the future”.

**Ms. Shashini, Disli Fashion**

“Thank you for everything you have done for us. That was a good experience for us to build our future. We hope to come next year also to get to know more people”.

**Ms. Bela Shanghvi, Purnakala**

It was a pleasure to meet and interact with all of you. Your team helped me constantly. It was such a pleasure to see such an inspired team led by you Rupa. Congratulations for hosting such a wonderful event. Thank you for making me part of this.

**Ms. Karon Shaiva, Chief Impact Officer & MD, Idobro Impact Solutions**

Congratulations on a great Conference and Thank you for the opportunity to meet such wonderful people from across the world!! Look forward to working more closely, with WTC on issues related to women.

**Dr. Shraddha Lunia, Director, KERFS**

Thank you for hosting such a beautiful conference and we felt really delightful to be part of it and we are proud to win the prestigious award for women entrepreneurship and innovative products.

**Ms. Roslina Chai, Chief Learning Curator, gnowbe**

I shall be echoing the many thanks expressed by the panelists to you Rupa. The assistance with the logistics and transportation was very much appreciated. Ladies, it was a pleasure to be sharing the stage with all of you who are in your ways expressing the best that the feminine brings to the industries that had long been so male dominated. Looking forward to how our paths may cross again.

**Ms. Karen Horting, Executive Director and CEO Society of Women Engineers, USA**

Thank you very much for organizing this great event! And thank you to all my fellow panelists – I think we had the liveliest discussion of the day.

**Ms. Nishtha Satyam, Head, Strategic Partnerships, Policy Impact (M&E) and Public Relations, UN Women, Office for India, Bhutan, Maldives & Sri Lanka**

“The pleasure was all mine! Lets keep in touch for more such events that will push the envelope on gender”.

**Engr. Valerie Agberagba, Vice President, World Federation of Engineering Organizations**

“Thank you Rupa, please accept my high commendation of your programme”.

**Ms. Sangeeta Wij, Managing Partner, SD Engineering Consultants LLP**

“Rupa, your event was a thoroughly enjoyable experience on the whole and meeting hundreds of amazing women from all walks of life made it totally worthwhile. Congratulations on a job well done, and keep up the great work!

Lots of love to all the lovely people in your team who really worked very hard to back you up completely!”

**Dr. Madhuri Khambete, Principal, Cummins College, Pune**

“Thank you very much for giving opportunity to be among accomplished women. Many thanks to all panelists for making the session lively and interesting”.

**Ms. Chhaya Sehgal, Founder and CEO, The Winning Edge**

“GES 2017 was a memorable event, where we rocked the stage, forged lifelong friendships and collectively learned from each other!

It is heartwarming to see that women all over the world are facing the same challenges, same dilemmas, and have to overcome similar obstacles to grow and empower them; which they do with immense resilience, self belief, dignity and above all with love.

This in itself creates hope and optimism for the better future of humanity as a whole.

I, for once want to thank each one of you from the bottom of my heart for being so very positive, willing and cooperative through those pre - event preparatory marathons.

My heartiest congratulations and thanks to WTC for honouring me with this opportunity to contribute and participate in this world class event. Under the able leadership of Ms. Rupa Naik, it was sheer pleasure to witness the way this spectacular show was pulled off with unbelievable ease. My special thanks to Debjani, Dolly, Tripti, Vanita, Mansee, Kranti, Doris, Lourdes, Chhaya and everyone who is part of team WTC”.

**Ms. Usha C. V. Haley, PhD, Professor of Management/co-Chair, All Academy Practice Theme Committee, Academy of Management, West Virginia University, College of Business & Economics**

“Thank you for inviting me to be a panelist on this important topic. I thoroughly enjoyed the discussion and debate and meeting all these strong, thoughtful women. I also appreciate the help WTC gave me with the logistics of my trip and participation”.

**Ms. Yogita Shukla (PhD), Advisor, SkyMap Global and Principal Investigator - WOS - A, Indian Institute of Remote Sensing**

“I am extremely thankful to you for inviting me to speak at the prestigious event. The photo-

graphs are really nice and memories to treasure. I look forward to an enduring collaboration and engagement with WTC while enriching myself”.

**Mdm. Nguyen Thi Tuyet Minh, Chairwoman, Vietnam Women Entrepreneurs Council (VWEC), Vietnam Chamber of Commerce and Industry (VCCI), Vietnam**

“Thank you once again for your invitation as well as the support given to our delegation. I am very happy to be at this important conference and share with the participants an ASEAN initiative on Women’s Empowerment. I do hope to have an opportunity to work with you again”.

**Ms. Carolina Quintana, UNCTAD, Cultural and Creative Industries Programme, Coordinator, Networking and Partnerships**

I appreciate the relevance of the topics discussed in all the sessions and the diversity of views and experiences brought in from the various panelists and audience. The sessions were interactive. I met very interesting people with whom I hope to develop collaboration.

The integration of the cultural performances into each of the sessions was a great idea and I hope that this can continue in future events. The B2B meetings were also very motivating, since I met young women entrepreneurs who are passionate about their work and are looking to expand their business internationally. This is a good platform to support business contacts for new and innovative products.

# Media Coverage

World Trade Centre Mumbai and All India Association of Industries (AIAI) promoted the 6<sup>th</sup> Global Economic Summit through advertisements in National and Regional Newspapers (Print), Hoardings (Outdoor) and Television Channels (Electronic). The event was also promoted through Digital Marketing by online promotion, E-mailers, Social Media Campaigns and Blogs.

Social media such as Facebook, LinkedIn, Twitter, Instagram, and YouTube were optimally used to reach out to a wide gamut of audience. The Summit was also promoted by word-of-mouth. The two day conference was broadcast through live streaming in WTC Mumbai's official social media handles.

A series of pre-event and post-event advertisements featured in the various editions of the print media, both in English and Marathi (the Regional language of Maharashtra, India). Some of the print media that carried the advertisements include Times of India, Business Standard, Hindustan Times, Economic Times, Maharashtra Times, Asian Age, Loksatta, Indian Express, DNA, Mint, Afternoon Despatch & Courier, The Hindu and Business Line.

A GES 2017 promotional film to promote the summit theme and to call for registration for the main event was scripted and executed. This promotional film on Women's Empowerment was played at various national and international events. A separate film for launching the SHE TRADES App in Mumbai for announcing WTC Mumbai and AIAI as the active verifiers was conceptualized and launched at the inaugural of GES 2017.

We created a dedicated website for the 6<sup>th</sup> Global Economic Summit to enable the online registration

of the participants, speakers, exhibitors and sponsors. The Pre and Post event website was developed and registered as [www.ges2017.com](http://www.ges2017.com) which carried the entire information pertaining to this summit.

We also organized two media centric run-up events to the main GES 2017 Summit with Doodarshan, the National Channel of India. One of the events was titled: 'Nayika – Honoring Women of Substance' and it was organized on the occasion of International Women's Day 2017. The event was recorded and subsequently telecast on the same day by DD National Channel across India and also by DD Sahyadri, the regional government channel of Maharashtra.

The other precursor seminar to the GES 2017 was organized with The Hindu and the Business Line Group. The seminar was titled: 'A Power Women Seminar Celebrating Womanhood'. The seminar was given extensive coverage across different states in India by The Hindu Group's print and online publication.

As part of Outdoor promotion, World Trade Centre Mumbai displayed the banners, standees, posters of the GES 2017 and distributed Summit brochures and flyers at various events in India and abroad. The summit was publicized through large hoardings at prominent locations across Mumbai city which included Haji Ali, Khar, Matunga and Mahim.

The Sessions of the Summit received wide electronic and print coverage in newspapers, magazines, radio and television channels such as All India Radio, DD Sahyadri News, DD News, IBN Lokmat News, ANI, Aaj Tak, India Today TV, PTI, Business Line, Economic Times, Loksatta, Hindustan Times, Bombay Times, DNA, Asian Age including online media news agencies.





# Media Coverage

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राष्ट्र की प्रगति का 50 प्रतिशत निवेश महिलाओं के लिए हो

Z NEWS

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देश | प्रदेश | दुनिया | स्पेस | बिजनेस | बॉलीवुड | टेकनॉलॉजी | विज्ञान | सेहत | डी.टी.वी.

पिछले महीने 19 करोड़ से ज्यादा लोगों ने देखा!  
आज आपने ZEE NEWS देखा क्या?

देश की तरक्की के लिए 50% निवेश महिलाओं के लिए हो

DNA 04  
DAILY NEWS & ANALYSIS | MUMBAI | THURSDAY, MARCH 30, 2017

The sixth edition of the Global Economic Summit on Women's Empowerment was inaugurated by Dr. Mukhesh Khatiwala, Secretary General of the United Nations Commission of Trade and Development (UNCTAD), Geneva, Switzerland on Monday at the World Trade Center in Mumbai in the presence of dignitaries and experts including (from right) Dorothy Nyambitiambo, Deputy Executive Director, International Trade Centre; Michaela Marksova, Minister of Labour and Social Affairs, Czech Republic; Nora K Terrado, Undersecretary, Department of Trade and Industry, Philippines; Ruby Dhalla, Canadian Politician; and Yonov Frederick Agah, Deputy Director-General, World Trade Organisation. The Global Economic Summit is the flagship event of World Trade Centre Mumbai and All India Association of Industries.

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राज्य खबर | राज्य - देश | दुनिया | स्पेस | ग्लोबल न्यूज़ | कलेंडर

Breaking News | बुल्डोजर के लिए रॉबोट प्रणाली - कोस्टल - 12:59 | नैपलस हवाई पर बंद 23 घण्टे और चूरपूर 100 घण्टे चले | 12:08 | नव रंगा सिनो

बड़ी खबर

देश के विकास में 50 फीसद निवेश महिलाओं के लिए हो

देश की तरक्की के लिए 50 फीसद निवेश महिलाओं के लिए हो

indiatoday.in

News / PTI feed /

50% investments in nations progress should go towards women

PTI  
March 27, 2017 | UPDATED 16:55 IST

Mumbai, Mar 27 (PTI) Over 50 per cent of investments in a nations progress and development should go towards women to achieve inclusive prosperity, United Nations Conference on Trade and Development (UNCTAD) Secretary-General, Mukhisa Kituyi said here today.

"At a time when the world is working towards inclusive prosperity, an ideal priority area is the awareness that more than 50 per cent of the investment in the nations progress and development has to go in the direction of women," Kituyi said.

## Mumbai News Network Latest News

Change is here! Women feel more empowered and possess the confidence to emerge as High Achievers – Minister Deepak Kesarkar

Photo Caption:  
From Left to Right: Mr. Vijay Kalantri - President, All India Association of Industries and Vice Chairman, World Trade Centre Mumbai; Prof. George T. Harju, Dr. Monisha Bhat - Executive Director North East Network, Durban; Mr. T. Kalyan Chakravarthy - Founder Sevak and Executive Director, Parvati Alumni Reach For India Foundation; Ms. Karan Shaiva - Chief Impact Officer & MD, DCBRO; Mr. Deepak Kesarkar - Minister of State for Finance and Home in Government of Maharashtra; Ms. Rupa Nair - Director Project, WTC Mumbai; Ms. Abha Singh - Senior Advocate; Ms. Dorothy Nyambitiambo - Deputy Executive Director, International Trade Centre (ITC), Geneva; Ms. Roshni Dinkar - Leads Women Empowerment Initiative, Jagriti; Ms. Anupama Kapoor - Founder, Reboot; Ms. Pallavi Jha - Chairperson & Managing Director, Walchand People First Ltd. Mr. Yeshwant Wankar - Executive Director, World Trade Centre, Mumbai.

**Day 2 of Global Economic Summit on Women's Empowerment Witnesses Tremendous Participation**  
March 28, 2017, Mumbai: Day 2 of the Global Economic Summit on Women's Empowerment, the flagship event of World Trade Centre Mumbai (WTC Mumbai) and All India Association of Industries (AIAI), was attended by Minister Deepak Vasant Kesarkar of the Maharashtra Government.

Mr. Vijay Kalantri, President, AIAI and Vice Chairman, WTC Mumbai, delivered the welcome note and spoke of the importance of empowering women and creating an environment beneficial to women entrepreneurs. Speaking at the event, the Minister congratulated WTC Mumbai and AIAI for the session and spoke proudly as a representative of a district with more women than men. He discussed the many initiatives his Ministry has undertaken to increase the proportion of rural women in the workforce. He noted that change is in the air! And, political change is empowering women to the extent where they are no longer the relative of politicians but are lawmakers themselves. He noted that women are poised to emerge more powerful!

The first session for the day involved a discussion on Leadership and Women's Foray into the Business Domain. Mr. Yonov Fradrick Agah, Deputy Director-General, World Trade Organization (WTO), Geneva, categorically stated that governments need to frame trade policies to include the cause of furthering women's empowerment. Global trade can lift millions of women from poverty from around the world by making them establishments in the economy.

## DAILY NEWS

Global Economic Summit on Women's Empowerment Witnesses Tremendous Participation

by Shirutee K/DNS

Mumbai: Day 2 of the Global Economic Summit on Women's Empowerment, the flagship event of World Trade Centre Mumbai (WTC Mumbai) and All India Association of Industries (AIAI), was attended by Minister Deepak Vasant Kesarkar of the Maharashtra Government. Mr. Vijay Kalantri,

## White Paper on Women's Empowerment

The first Prime Minister of Independent India Pandit Jawaharlal Nehru once said "You can tell the condition of a nation by looking at the status of its women." Economic empowerment of women is essential to attain overall progress in the society. This was the unanimous opinion of all the participants in the 6<sup>th</sup> Global Economic Summit. The Summit covered various dimensions of women's empowerment such as education and skill development, role of technology in empowering women entrepreneurs, need for capacity building, relevance of gender equality to sustainable development goals, and women's empowerment through arts and culture. World Trade Centre Mumbai (WTC) and All India Association of Industries (AIAI) have jointly prepared this White Paper to present some of the key policy suggestions that were echoed by speakers during the Summit.

The White Paper aims to document the obstacles in women's economic empowerment and present useful recommendations to address them. Women's empowerment can be better achieved by increasing the capability of women to make effective life choices and ensuring that these choices lead to their overall progress. However, certain factors such as women's role as primary care giver in the family, gender stereotyping, gender discrimination at workplace, lack of property rights, lack of access to finance and so

on do not allow women to make effective life choices. Therefore, the role of government civil society, academic institutions, corporate sector and other stakeholders is to create an enabling environment for women to make effective life choices.

Almost all the speakers at the 6<sup>th</sup> Global Economic Summit agreed that entrepreneurship is the preferred way for women's economic empowerment as it provides them flexibility to adjust their work timings based on family commitments. Entrepreneurship not only makes a woman financially independent but also enables them to provide jobs to other women as well. Advancement in information and communication technologies has opened various avenues for entrepreneurship. In this technologically advanced world, women can explore entrepreneurship in a wide gamut of segments ranging from mobile and internet service provision, desk top publishing, to development of mobile gaming apps. Also, women can set up start-up enterprises in online education, online financial services, e-commerce, quick service restaurants and so on.

However, studies conducted by various organizations have shown that the failure rate of start-up enterprises established by women is higher than those established by men. Some of the reasons why women are not able to sustain their entrepreneurial activities are – 1. Lack of institutional finance, 2. Lack of

support from family, 3. Lack of entrepreneurial guidance, mentoring and incubation support.

Government and women business chambers must work together to enhance flow of funds to women-owned start-up enterprises. Also, government can collaborate with academic institutions to provide effective incubation services for women-owned start-up enterprises. Incubation centres play an important role in providing marketing assistance, management training and financing assistance for start-up companies.

Government of India is promoting incubation centre for start-up enterprises under Atal Innovation Mission (AIM). However, the initiative of the central government is not enough for a country of more than 30 states and union territories. The central government must encourage state governments to set up incubation centres for start-up enterprises. Government of Gujarat is encouraging the development of incubation centres through incentives such as financial grants, exemption of stamp duty and registration fee, concessional electricity tariffs and so on. States such as Andhra Pradesh and Karnataka have also introduced similar policies to support start-up enterprises. Government of India must encourage other states to adopt policies for start-up enterprises.

Providing non-financial services and training, along with access

to financial products, will offer holistic growth opportunities to women entrepreneurs. Lending institutions rely heavily on collateral to give credit, which is a constraint for many women-owned services enterprises. The Government of India should also encourage ownership rights for women by offering incentives for registration of property. This could help women who own SMEs to get greater access to collateral and, in turn, access business finance.

While the advent of digital technologies has enabled women to make effective career choices, we feel even the government can also facilitate women's participation into entrepreneurship and workforce in the following ways -

### **1. Identifying core competence of all districts and imparting relevant skills to women**

Every town in the country has some or other core competence, based on the endowment of natural resources or traditional skills of the local people. For instance, the town of Pochampally in Telangana is famous for manufacture of sarees. Similarly, Bhadohi town in Uttar Pradesh is famous for hand-made carpets. In some places, the local population may have abandoned their traditional occupation in the course of time because of lack of demand or lack of marketing facilities for their products. The Office of the Development Commissioner of the Ministry of Micro, Small and Medium Enterprises must conduct a study to identify the

core competence of every town in the country with the help of the local administration. Based on the outcome of this study, the ministry must upgrade the skills of the local women in the identified occupation or core competence. In places where the traditional occupation is dying, the ministry must take efforts to revive them through adoption of modern technologies, providing marketing infrastructure, upgrading skills of women workers and so on. More importantly, the Ministry of Micro, Small and Medium Enterprises (MSME) must work in co-ordination with the local administration in imparting entrepreneurial skills among women in the identified sectors. The Ministry of MSME must also work in close co-ordination with the National Skill Development Council (NSDC) in this initiative. This would not only provide livelihood support for women, but also revive the local economy of towns and villages.

### **2. Supporting Women enterprises in unorganized sectors**

In the tribal areas of Chhattisgarh, women have been traditionally gathering forest products and make household articles such as brooms, baskets and mats. In the North Eastern state of Meghalaya, women farmers have been traditionally saving seeds of various crops and passing them on to their next generations. Similarly, women in Bhuj area of Gujarat are known for making embroidery in leather, garment, silver and other articles. These women are generally unorganized and are not

registered with the Ministry of MSME. Therefore, they do not benefit from the various government schemes.

The Ministry of MSME offers financial assistance for micro enterprises to participate in overseas exhibitions under the Market Development Assistance Scheme. However, this scheme is restricted only to registered units. Efforts must be made to identify these unorganized women enterprises and bring them under the formal system. Although micro finance institutions in the country are meeting the credit needs of the unorganized women-owned enterprises, not all districts and villages in the country benefit from their service. Therefore, the Ministry of MSME must provide incentives to the existing micro finance institutions to offer their services to all the unorganized women enterprises across the length and breadth of the country.

For the welfare of tribal women, the Ministry of Tribal Affairs has been administering the Adivasi Mahila Sashaktikaran Yojana. Efforts must be made to cover all the unregistered or unorganized tribal community under this scheme.

### **3. Creating effective Monitoring and Evaluation (M&E) Programme for existing schemes**

In order to promote women entrepreneurship in the small and medium enterprises sector, Government of India has implemented five schemes. These schemes are

\* Trade Related Entrepreneurship Assistance and Devel-

opment Scheme for Women (TREAD)

- \* Micro & Small Enterprises Cluster Development Programme (MSECDP)
- \* Credit Guarantee Fund Scheme For Micro and Small Enterprises
- \* Support for Entrepreneurial and Managerial Development
- \* Exhibitions for Women under Promotional Package for Micro & Small Enterprises

The Women Cell of the Ministry of Micro Small and Medium Enterprises must monitor and evaluate the effectiveness of these schemes by conducting impact assessment. The Cell must also identify changes required in these schemes to make them in sync with the evolving needs of women entrepreneurs.

According to the latest Economic Census, there are more than 80 lakh establishments owned by women entrepreneurs in India. Of these, about 65.12% are located in rural areas. Many of these women entrepreneurs may not be benefitting from the schemes of Government of India because of poor awareness. Therefore, government must create awareness through grass-root agencies such as women self help groups, village panchayats, women business associations, farmer producer organizations and other community based organizations.

Also, some experts feel that government must enlarge the scope of the existing schemes that benefit women enterprises. Particularly, schemes such as Trade Related Entrepreneurship Assistance and Development

(TREAD), which offers finance and information related to trade for women-owned SMEs are commendable but can be broadened.

#### 4. Expanding activity of Rashtriya Mahila Kosh

Rashtriya Mahila Kosh (RMK), under the Ministry of Women and Child Development, has been functioning since 1993. The organization offers small loans to self-help groups owned by women through non government organizations across all states in the country. Since inception, the organization has benefitted more than 7 lakh women, who are mostly from poor and marginalized section of the society.

Now, the time has come for RMK to re-invent itself and become a full-fledged non banking finance company. Presently, the organization depends on grants from the central and state governments and other organizations to meet its financial needs. In future, RMK can invite capital from venture capital funds, private equity funds and other new age funding institutions. This would not only diversify its source of funds, but also enhance its lendable resources and increase its ability to serve more women entrepreneurs. RMK can also increase the maximum loan amount from the present Rs. 10 lakh to Rs.20 lakh. Increase in the loan size would enable women borrowers to expand the scale of their operation to the optimal level and thereby enhance operational efficiency.

#### 5. Improve Ease of Doing Business for Women and Create Awareness on Measures Taken

Complexity in starting and running an enterprise is a key deterrent for aspiring women entrepreneurs and existing women-owned enterprises in the unorganized sector. According to the World Bank's Ease of Doing Business Report 2017, it takes 26 days and 14 procedures to start a business in India, compared to only 16 days and 8 procedures in other countries of South Asia.

Many women-owned enterprises in the unorganized sector do not wish to register their business with the Registrar of Companies and enter into the formal economy. This is because of the increase in compliance burden with respect to tax and labour laws (to name a few) once they become registered entities.

Complex compliance burden and high cost of doing business in the formal sector can drive women-owned enterprises into the informal sector or the shadow economy. Legal formalities required to register a business can also hinder unregistered business transition to formal economies. According to the World Bank's Women Business and Law Report 2016, in India, a fragmented legal framework re-enforces inequality of women, and about four legal gender differences impede their economic participation. In order for women-owned enterprises to register, public institutions need to devise inclusive policies and regulation.

There are 2.69 million unreg-

istered women-owned MSMEs in India, according to the 4th MSME Survey Census 2006 and the latest Annual Report of the Ministry of MSME. By registering their business with the Registrar of Companies, these entities can benefit from the schemes of the Ministry of MSME and other ministries of the government.

Government, by itself cannot reach these millions of unregistered enterprises which are spread across the length and breadth of the country and help them in entering the formal system. Therefore, the government must take the support of industry chambers, particularly, the women's wings of these chambers, in helping these unorganized women-enterprises enter the formal system.

In fact, the government must partner with chambers of commerce in training and handholding women-owned enterprises in the unorganized sector on various kinds of compliance procedures to be fulfilled by a registered company.

Also, government must create awareness about its recent initiatives to improve ease of doing business. Government of India has taken several measures to reduce the compliance cost and procedures for doing business. For instance, government has created a portal for online registration of establishment with the Employee Provident Fund department. Similarly, government has introduced online process for filing all forms and documents while incorporating a company.

Many women-owned enterpris-

es in the unorganized sector may not be aware of these initiatives. Government of India, with the help of these chambers of commerce, must create awareness about these measures among women-owned enterprises.

### **6. Procurement from Women-owned Enterprises**

Government of India has introduced the Public Procurement Policy Order in 2012. Under this policy, all the departments of the central and state governments and public sector enterprises must buy a certain portion of their annual procurement of goods and services from micro, small and medium enterprises (MSMEs). Within MSMEs, the government has introduced sub-target for procurement from enterprises owned by scheduled caste and backward community.

However, no such target exists for procurement from women-owned enterprises. Under the Public Procurement Policy, the government must set an annual target for procurement from women owned enterprises. Many co-operatives or establishments owned by women produce various goods and services of credible quality. These organizations must be given an opportunity to participate in the government procurement. By participating in government procurement, women-owned enterprises can increase the scale of their operation, provide more employment opportunities and also secure credit from financial institutions. By participating in the government procurement, women entrepreneurs are forced to adopt national and in-

ternational standards on product quality. This would also prepare women enterprises to join the global value chain.

### **7. Empowering women in agriculture**

According to Census 2011, more than 80% of female workforce in rural areas is employed in agriculture. These women are either cultivators (who own land) or agriculture workers. Agriculture is a risky occupation as it depends on the vagaries of the climate patterns. Frequent occurrence of flood and famine threatens the livelihood of these women. In order to protect the interests of women in agriculture, the government must promote climate resilient practices among women workers in agriculture. There are around 665 Krishi Vigyan Kendras (KVKs) across the length and breadth of the country. The government must set an annual target for each KVK to train certain number of women agriculture workers and cultivators in their jurisdiction on climate resilient farming.

Another way of empowering women farmers is through promotion of digital and communication technologies. These KVKs can also play an important role in promoting latest digital technologies among women farmers to have real time information on weather patterns, latest price in the market for their crops and so on. Government can also form public private partnership with mobile service providers or community radio service providers to equip women farmers with latest communication technologies.

## 8. Improving women's participation in workforce

While entrepreneurship is an effective way to attain economic independence, not all women can become entrepreneurs. Therefore, we need to create employment opportunities for women through various measures. Participation of women in employment is far lower compared to men. According to Census 2011, the workforce participation rate for females is 25.51% against 53.26% for males. Women's participation in workforce can be enhanced through following ways -

### *a. Improving employability of women*

One way to encourage female employment is to improve the employability of women candidates. While data from Census shows increasing number of women graduates in the country, the employability of these graduates is questionable. Most graduates from Indian colleges and universities lack skills and knowledge required by industry. Therefore, the central government and state governments must upgrade the skill deficit among women graduates to improve their chances of getting jobs. The state government of Kerala has established Women Resource Centres across various arts and science colleges in the state. These centres impart skills among graduating women students to facilitate their absorption in the industry.

Also, government must create skill development centres for women who have taken career breaks because of child care or

other family responsibilities. Many a times, women tend to quit jobs on account of increase in family responsibility after they become mothers. Once their children attain maturity, these women plan to re-enter the workforce. Government must set up training centres or skill development centres to upgrade the skills to facilitate these women to re-enter the labour force. This would facilitate women to upgrade their skills, unlearn obsolete practices and learn new technologies in their job and thereby regain the lost ground because of long career gap.

### *b. Alternative to Maternity Leave*

Government of India has recently introduced a legislation to increase the mandatory paid maternity leave to 26 weeks from the earlier 12 weeks. While this legislation will apparently benefit women employees, it may force employers to prefer men candidates instead of women. Also, increasing maternity leave for women employees will reinforce the stereotype that child care is the sole responsibility of women.

The concept of maternal leave must be transformed into parental leave to change the view that child caring is the exclusive responsibility of women. In Sweden, for example, employers offer 480 days of parental leaves, which can be shared by mother and father. Some experts advocate the introduction of paternal leave for fathers so that men can take equal responsibility in child care.

### *c. Availability of Infrastructure Services*

In many instances, women are willing to take up full time jobs; however, they are unable to do so because they have to spend considerable amount of time in doing household work such as fetching water from far-off places and cooking food. Similarly, women staying in remote villages or outside the city limits are unable to take up jobs because of lack of transport facilities, safety issues and other considerations. It is the responsibility of the state governments and local bodies to offer drinking water connection to all households. This would save the time spent by women on fetching water from far-off areas. Similarly, government must provide transport facilities to connect satellite towns and villages to adjoining cities. This would encourage women living in these towns and villages to take up jobs in nearby cities. Also, buses and local trains connecting these areas must be manned by security guards to ensure safety of women passengers.

### *d. Common Facilities for Family Care*

Women with infant children or disabled elders in the family are unable to take up full time jobs because of the need to attend to these dependents. In order to facilitate these women to take up jobs, we need to set up care centres in each and every locality of cities and towns. The municipal bodies or local governments, employers and non government organizations must set up common facility centres for child-care, care of disabled people or

elderly people, so that women can take up full time jobs. These centres must offer good-quality childcare and other social care services at affordable cost.

### *e. Promoting gender equality in work place*

One way to promote women's participation in employment is by encouraging business organizations to adopt best practices on gender equality. Government of India must partner with chambers of commerce to train business organizations on gender equality practices. Such practices include avoiding gender discrimination in payment of wages, in promotion of employees, preventing sexual harassment in workplace and so on. Government of India has introduced legislation to prevent sexual harassment in workplace and it has also offered legal remedies for women victims of sexual harassment.

However, much more needs to be done to ensure that business organizations adopt gender equality practices in workplace. Some European countries have set up equality advisors to advise business organizations on equality practices. For instance, the government of Italy has also established a network of Equality Advisors at the regional and provincial level. Women, who find themselves discriminated at the workplace, can seek legal remedies from these Equality Advisors.

Similarly, the Government of Czech Republic, has set up a software system to track the wages earned by men and women in different organiza-

tions. The data generated by this software system would enable employers to assess gender differences in the payment of wages and take corrective actions. Government of India, in association with the chambers of commerce, can explore the possibility of these measures in our country as well.

Lastly, the Ministry of Child and Women Development must partner with a research organization to conduct surveys and rank companies in the private sector based on best practices in gender equality. In USA, Working Mother Network, a division of Bonnier Corporation, identifies and honours companies (through periodic surveys) that adopt conducive environment for working mothers. Companies are rated based on parameters such as safety and security, work-life balance, employee benefits and so on. The Ministry of Child and Women Development in India must partner with such research organizations in India to identify and honour companies that adopt best practices in gender equality. Government must also offer fiscal incentives for companies that follow best practices in gender equality.

### **9. Improving women's representation in legislature**

Government of India must ensure that there is adequate representation of women in Parliament, State Legislatures and local bodies. Countries that have considerable number of women legislators are found to be spending adequate resources

on social welfare programmes and infrastructure facilities that benefit women. Countries with quotas for the number of female legislators spent more money on social services and welfare than countries which lacked such quotas. Increasing the number of women legislators would facilitate the achievement of Sustainable Development Goals (SDGs) of the United Nations.

According to the Inter-Parliamentary Union (IPU), India is ranked 148th out of 193 countries in terms of percentage of women members in the Parliament. Only 11.8% of members in the Lok Sabha are women in India and this is lower than corresponding number in poor countries such as Sierra Leone (12.4%), Cambodia (20.3%), Sudan (30.5%), Nepal (29.6%), Ethiopia (38.8%) and so on.

Therefore, Government of India must promote participation of women in the election process. Political parties must be encouraged to field women candidates across all levels of election (be it for Parliament, State legislature or municipal councils).



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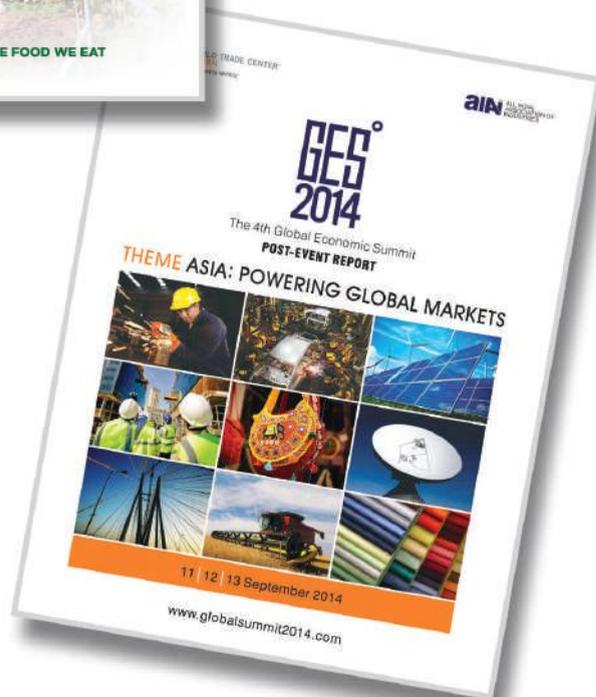
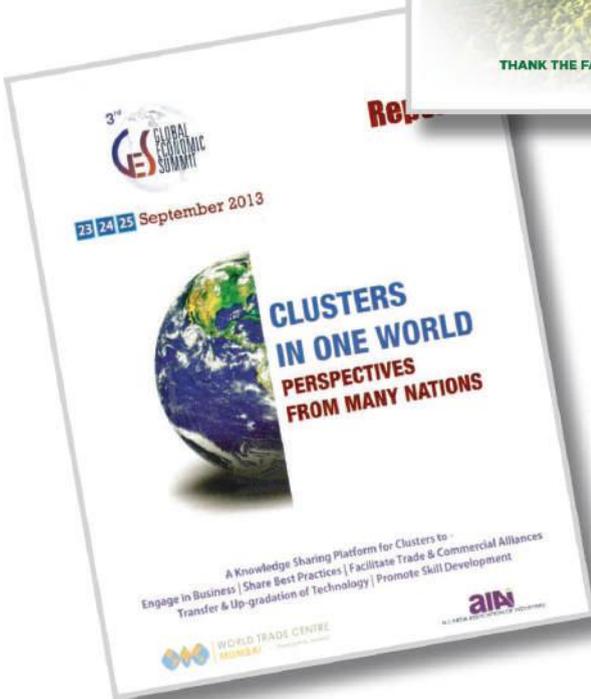
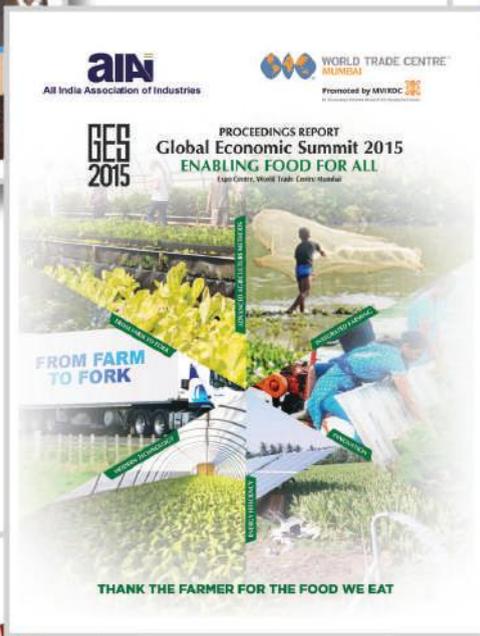
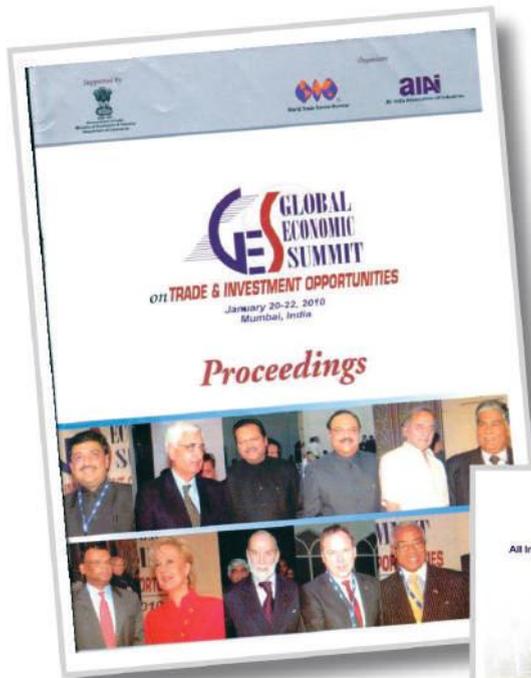
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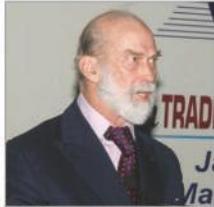
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