



## Report

<b>Name of the Program / Activity / Event / Others</b>	Role of Women in Corporate Entrepreneurship and Innovation
<b>Date &amp; No. of days</b>	08.03.2021
<b>Organized by</b>	Institution Innovation Council & EDC
<b>In association with</b>	-
<b>Venue</b>	Online
<b>Participants/ Beneficiaries</b>	Graduate's, Postgraduate's, Academician's and Industrialist's which includes both Internal and External
<b>Event brief (500 words with photo):</b>  Institution Innovation Council Organized a Live Webinar entitled "Role of Women in Corporate Entrepreneurship and Innovation". The session was taken forward through online on 08.03.2021. Ms.M.Niddhisha, CEO & Founder, The Bossy Women, Ms.Heena Saifudeen Matara, HR Executive, Innovations UAE, Ms.V.G.Chandrika, Vendor Manager, IBM were the Resource Persons for the Session. They interacted and shared their knowledge on Role of Women in Corporate Entrepreneurship and Innovation among the participants.  Participants are taught with,  <b>Session : (08.03.2021)</b>  <b>Resourced by:</b>  Ms.M.Niddhisha, CEO & Founder, The Bossy Women, Ms.Heena Saifudeen Matara, HR Executive, Innovations UAE, Ms.V.G.Chandrika, Vendor Manager, IBM.  Ms.M.Niddhisha, CEO & Founder, The Bossy Women, spoken about 10 Step Strategy <ul style="list-style-type: none"><li>✓ Right Mindset</li><li>✓ Get out of your comfort zone</li></ul>	



- ✓ Set goals
- ✓ Stay disciplined
- ✓ Grab the opportunities
- ✓ Connect with people
- ✓ Stop hearing and start doing
- ✓ Get a Mentor
- ✓ Gratitude
- ✓ Never stop learning


Ms.Heena Saifudeen Matara, HR Executive, Innovations UAE enunciated about,

- ✓ Women's entrepreneurship can produce a really strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment.
- ✓ Women Entrepreneurs face a lot of difficulties and deal with all such issues to fulfill all the functions related to the business.
- ✓ An optimistic approach is very helpful in the business as the ideas need conversion and this approach is an eye-catching aspect of a Women Entrepreneur to get the ideas into reality.
- ✓ The vital quality of a Women Entrepreneur is having good organizing as well as managerial skills.

Ms.V.G.Chandrika, Vendor Manager, IBM enunciated about,


- ✓ Women Entrepreneurs must have to predict and take risks with a motive to fulfill the desires as well as tastes of the consumers by making some changes in production techniques, and adopting innovations.
- ✓ Women Entrepreneurs need to have an active and sound mind that encourages her to keep going with the trends and demands in the market.
- ✓ A Women Entrepreneur better knows how to keep a balance between the work-life which is a crucial key to success.
- ✓ Women Entrepreneurs have shifted from the orthodox style of business to a non-traditional approach that increased their knowledge and education related to the higher activities associated with the business.



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**JIT-IIC**  
organises  
A webinar  
on  
**ROLE OF WOMEN IN CORPORATE  
ENTREPRENEURSHIP AND INNOVATION**  
Speakers  
Ms.M.NIDDHISHA      Ms.HEENA SAIFUDEEN MATARA      Ms.V.G.CHANDRIKA  
CEO & Founder      HR Executive      Vendor Manager  
The Bossy Women      Innovations UAE      IBM



**DATE : 08.03.2021**  
**TIME : 04:00 PM TO 05:00 PM**

YouTube Live URL :  
<https://youtu.be/ZGULrdKN4NE>

Registration Form :  
<http://bit.ly/3sqq5tV>

  
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**JIT-IIC**  
CORDIALLY INVITES YOU TO A  
**WEBINAR**  
**ROLE OF WOMEN IN CORPORATE  
ENTREPRENEURSHIP AND INNOVATION**  
**ON**  
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Va Vaishnavi E

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Kr Krishnakumar Masi...

A A Praveena

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Bi Biruntha.S

De Deepthika

Dr Dr.A.Velayudham

Dr Dr.K.Mahendran

Du Durkkadevi

Ga Gayathri S

Ga Gayathri S

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Welcome to Role of Women in Corporate Entrepreneurship and Innovation!

For help on using BigBlueButton see these (short) [tutorial videos](#).

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Ma Manu (offline) 4:01 PM  
happy women's day

Dr Dr.E.S.Shamila 4:10 PM  
sir can we start

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Role of Women in Corporate Entrepreneurship and Innovation

Niddhisha Nasida

Niddhisha -

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INSTITUTION'S INNOVATION COUNCIL  
(Ministry of Education Initiative)

JIT-IIC

organises  
A webinar  
on  
ROLE OF WOMEN IN CORPORATE  
ENTREPRENEURSHIP AND INNOVATION

Speakers

Ms.M.NIDDHISHA  
CEO & Founder  
The Bossy Women

Ms.HEENA SAIFUDEEN MATARA  
HR Executive  
Innovations UAE

Ms.V.G.CHANDRIKA  
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IBM

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Ni Niddhisha

P.PRIYADHARSHINI

Ri Rithika

Sa Salfu

Sa Salfu

Sr Sreepoorna

Su Surya EEE

Va Vaishnavi E

Vi Vidhya Gowri

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Dr Dr.E.S.Shamila 4:18 PM  
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Ni Niddhisha 4:19 PM  
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Role of Women in Corporate Entrepreneurship and Innovation

Niddhisha

Divya Gokulnath

- Co-Founder of Byjus

ef

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Sa Saifu Guest

Sa Saifu Guest

Su Subadharani Guest

Va Vaishnavi E Guest

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Role of Women in Corporate Entrepreneurship and Innovation

Niddhisha

10-Step Strategy

STEP 1 - RIGHT MINDSET

STEP 2 - GET OUT OF YOUR COMFORT ZONE

STEP 3 - SET GOALS

STEP 4 - STAY DISCIPLINED

STEP 5 - GRAB THE OPPORTUNITIES

STEP 6 - CONNECT WITH PEOPLE

STEP 7 - STOP HEARING AND START DOING

STEP 8 - GET A MENTOR

STEP 9 - GRATITUDE

STEP 10 - NEVER STOP LEARNING

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Pr Pravanya Guest

R. R. Ashwini Guest

Ra Rathika Guest

Ri Rithika Guest

Sa Saifu Guest

Sa Saifu Guest

Va Vaishnavi E Guest

Vi Vidhya Gowri Guest

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Gayathri S

Vaishnavi E

Happy Women's Day

TO ALL THE BEAUTIFUL LADIES

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Pr Pravanya Guest

Ri Rithika Guest

Sa Salfu Guest

Sa Salfu Guest

Su Subadharani Guest

Va Vaishnavi E Guest

Vi Vidhya Gowri Guest

Vi Vishnupriya R Guest

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Rithika

# Happy Women's Day

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Dr Dr.T.Meenakshi

Kr Krishnakumar Masl... Guest

Ch Chandrika Venugop... Guest

Di Divya Guest

Dr Dr.A.Velayudham Guest

Ga Gayathri S Guest

He Heena Guest

In Indrani B Guest

M M.Mangaleswaran Guest

Ms Ms Agnes Preethi.L

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Role of Women in Corporate Entrepreneurship and Innovation

Ms.HEENA SAIFUDEEN MATARA

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<b>Outcomes</b>	Participants understand how innovation in Entrepreneurship leads to success and growth of an enterprise.
<b>Feedback</b>	Participants satisfied with the contents and delivery.
<b>Suggestions / Future actions</b>	-NIL-

**Dr. E.S.Shamila**  
**Faculty In-charge**