

## Manthan – The panel discussion E-igniter



The E-ell aims at manifesting the latent entrepreneurial spirit of young students. To support this, a panel discussion was organized on 9th September, 2017, amongst three notable women entrepreneurs Ms. Shipra Bhutani, Director, Quantam Career Academy and an alumna of Indian Institute of Management, Kolkata, Ms. Ranoo Srivastava, Chairperson All India Ladies League (AILL), Jaipur Chapter, and an active member of Chamber of Commerce, owns a Jewelry manufacturing and export house and Ms. Bela, Director and Consultant, Adbhut Interio Pvt. Ltd. and Adbhut Jewels Pvt. Ltd., Silgo Retail Pvt. Ltd. served as Chairperson, FICCI Ladies Organization for 2013-14 Chapter.

Having established a place for themselves and fighting all odds, they shared their respective entrepreneurial journeys. Their thoughts were of great importance for aspiring entrepreneurs as they addressed students stating various challenges which arise when a woman thinks of starting her own venture.

Ms. Shipra motivated students to establish and dream ventures but at the same time keep a continuous check on external environment that is constantly governing the world of entrepreneurship. Since, paucity of funds is the major hindrance faced by women entrepreneurs, she also acquainted the students about various reliable sources of funding. Ms. Bhutani encouraged students to think beyond themselves, to develop concern for their community and society. She exhorted that youth have an additional responsibility of correcting regional and social imbalances by “serving the underserved”, other than enhancing the quality and access to education. In her inspiring address she gave a snapshot of how her venture is providing support to underserved.

Inspiring thoughts of Ms. Ranoo made students realize that maintaining a balance between personal and professional life is a key to peaceful and successful life. Ms. Ranoo shared her belief of doing business with honesty and exploring more opportunities to exercise creative freedom and higher self-esteem. She motivated the budding managers to follow their dreams and achieve their goals and highlighted the importance of being optimistic in life at all times. Ms. Ranoo urged the students to be high on professionalism, have state of art knowledge and effective skill set, to be constantly abreast with the global changes and challenges and have the right attitude to learn, unlearn and relearn. This she believed was the foundation of a successful venture.

Ms. Bela, who has been successful in running many ventures, laid emphasis on constant innovation and delivering value offerings to the customers. She told students to focus on and build human capital for the success of any enterprise. She also asked the students to have an accurate self analysis, to develop flexibility and leadership skills, to inculcate and groom their ability, to handle cross culture scenarios and issues in the globalised world of today. She also emphasized on meeting the industry expectations from business schools to meet the continuous and ever

changing demands of today's business.

The session concluded with speakers handling queries of students and delivering learning of hard work and determination. It also helped to inspire, educate and upskill students with the nitty-gritties of entrepreneurship world.