

LJ ignites entrepreneurship spark among women

More than 100 women entrepreneurs are expected to participate in the 15-day programme

dna correspondent @dnaahmedabad

In an effort to encourage aspiring women entrepreneurs as well as help women entrepreneurs grow existing enterprises, LJ Group of Institutes is conducting a 15-day Women Entrepreneurship Development Programme (WEDP) for women across Gujarat. More than 100 women entrepreneurs and professionals are expected to participate in the workshop which kick-started on Monday.

With multiple mentors, industrial visits and ideation sessions, the workshop, which is free, promises to be an enriching experience.

Chief guest Anar Patel, a social entrepreneur, shared stories of start-ups and the hurdles faced by the entrepreneurs. Her advice to aspirants was to remain focused and work hard to achieve their dreams. She said the first 1,000 days were important and once that milestone was crossed, the venture could take off.

Professor Bipin Shah from Entrepreneurship Development Institute of India emphasised on education, stating, "If you are not a good student, you can never become a good entrepreneur."

Drashti Dave, Semester 5 student of



Dignitaries at launch of workshop

MCA, who wants to come up with Reiki healing centres, says she attended the workshop to pick up some tips and tricks. "Anar Patel's stress on being accurate while venturing into a business will stay with me. She gave the example on how even a street food stall owner needs to be accurate about the items to buy, the cost factor, ingredients, quality etc."

Another student, Rajvi Vadi of Semester-5 of Lateral MCA, says the story of how a class XII passout chased his dream to develop an Android app was inspiring. "He has 600 Android developers working in his company. Though he couldn't go to an IIT, developers from reputed institutes work for him. I am working as a freelance developer of Android apps and want to start my own company and this workshop will help me."

The institute has special women's entrepreneurship cell to encourage industrial start-ups. It also provides funds and infrastructure.