

NCW and EDII launch Enterprenurship Awareness Program in Mamit

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The National Commission for Women (NCW) in collaboration with the Entrepreneurship Development Institute of India (EDII) launch an Entrepreneurship Awareness Programme (EAPs) for potential women entrepreneurs in Mamit District. The EAP was launched by Chief Guest, Lalhlimpuii, President, Mizo Women Association, Reiek, Mamit. Other members and participants included Lalrinpuii, Secretary, Mizo Women Association, Lalduhkima, Director, Reiek Fedfarmer Producer Company Ltd, Reiek, Zasangpuii, Social Entrepreneur, Reiek and Nibir Sarmah, State Project Coordinator, APRINS along with Ratan Guha, Project Manager, EDII, NE Regional Office, Guwahati. At the launch of the EAP, Chief Guest, Lalhlimpuii, President, Mizo Women Association, Reiek, Mamit focused on the importance of the economic independence for women in the society.

C. Lalduhkima, , Director, Reiek Fedfarmer Producer Company Ltd,



Reiek, motivated the aspiring beneficiaries by showcasing some of the success stories of women entrepreneurs in the state. The aim of the one-day EAP is to orient participating women to the benefits of adopting entrepreneurship as a career, learn the finer skills and overcome social, economic, and familial barriers to becoming entrepreneurs.

After the inauguration, the sessions and panel discussions were organized where experts deliberated on topics such as the fundamentals of entrepreneurship, identifying business opportunities, cultivating an entrepreneurial mindset, strategies to overcome challenges commonly faced by women, understanding gender specific issues and challenges, and information on government schemes and policies for women business owners.