

WTC Bhubaneswar Women Forum Meet 2022

Women entrepreneurs account for improved economic growth and stability within a country. They inspire other women to start businesses which lead to more job creation for the fairer sex, which ultimately helps in reducing the gender gap in the workforce.

World Trade Center Bhubaneswar hosted its Women Forum Meet post pandemic with a view to promote inter-member connectivity and for a better understanding of the assistance required by members to grow their businesses. The meeting aimed to provide a platform to discuss the plan of action for the on-going year, various skilling initiatives to be taken with a focus on women entrepreneurship, exhibitions/fairs, effective business opportunities to trade globally and loopholes in the product development which needs to be addressed.

Dr. Rina Routray, Chairperson, Mahila Atmanirbhar Abhiyan & Advisor to the WTC Women forum, graced the session with her valuable suggestions and inputs for women entrepreneurs to incorporate in their business strategies to further expand and sustain in the market. She delivered valuable key points on how the center is planning to handhold women entrepreneurs who defy all odds to follow their passion and conduct learning experiences for their entrepreneurial journey. Dr. Routray further inaugurated the re-designed logo of Bartika Handlooms, (a member of WTC Bhubaneswar) dealing with an exquisite collection of handloom sarees and garments.



Earlier in the programme, each member introduced themselves along with their company profiles. This helped the newly enrolled as well as the existing members to get familiar with each other as well as the entities and range of products/services offered by each member.

The programme further witnessed a series of fun activities by and for the members in addition to the overall informative session.



The programme was hosted by **Ms. Prasanti Tripathi, Director, Om Leisure Hotels.**

The programme was held on April 8, 2022 at Om Leisure Hotel, Bhubaneswar

