



Executive Development Programme (EDP) on **WOMEN ENTREPRENEURSHIP DEVELOPMENT**

16th February 2022



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Organised by

SAI RAM INSTITUTE OF MANAGEMENT STUDIES

Sri **SAI RAM ENGINEERING COLLEGE**

*An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution*

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Department of Management Studies

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Sai Leo Nagar, West Tambaram, Chennai - 600 044

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ABOUT US

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

ABOUT EDP

An Executive Development Program (EDP) on Women Entrepreneurship Development aims to empower aspiring female entrepreneurs with the knowledge, skills, and resources needed to succeed in the business world. Through tailored curriculum and mentorship, participants learn about business planning, financial management, marketing strategies, and networking opportunities.

The program emphasizes gender-specific challenges faced by women in entrepreneurship and offers solutions to overcome them, fostering confidence and resilience. In this (EDP) on Women Entrepreneurship Development, participants embark on a transformative journey, gaining comprehensive knowledge, mentorship, and networking opportunities tailored to address the unique challenges faced by female entrepreneurs, empowering them to confidently navigate the business landscape, unleash their entrepreneurial potential, and make significant contributions to economic growth and social empowerment.

OBJECTIVES

- ◆ To nourish leadership traits for middle and operational level executives.
- ◆ To provide a platform for innovation and sustainable development
- ◆ To inspire the female talented workforce towards goal attainment and sustainable development.

PROGRAMME SCHEDULE

- FN Multi-level systems thinking , Stakeholder influence
- AN Disruptive innovation, Long-term activation

WHO WHOM ?

Middle Level & Operational Level women employees of all functional areas.

REGISTRATION FEE: Rs.7,000/- per participant. (The DD/Cheque to be drawn in favor of **"SAIMAN ASSOCIATION"** payable at CHENNAI)

Convenor

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