

Report – We Connect: A Corporate Connect Program for Women Entrepreneurs

On the occasion of International Women’s Day, World Trade Center Bhubaneswar organized We Connect in collaboration with SPARC Pvt Ltd, Bhubaneswar. This is a first ever one of its kind corporate connect initiative which aims to assist the women entrepreneurs to connect with different organizations, institutions and corporate sectors helping them to connect with different communities for mutual opportunities to be explored.

The program opened up an opportunity for the practicing Women Entrepreneurs to showcase their products and speak about their engagements as an entrepreneur. This further acted as a platform for them to also have some activity-based engagement with a group of women employees from the organization. The mutual time spent by both the groups not only provided opportunity for them to think out of the box & enjoy but also strengthened their bonding as a part of the community.

Ms. Subhra Mishra, Chief Resource Officer, SPARC Pvt. Ltd. highlighted the initiatives undertaken by her organization for the effective upliftment of women in the society. She also spoke on the vision and values of her organization.

Ms. Choudhury Jyoshna Das, Honorary Convener, WTC Bhubaneswar Women Forum & Director, Bivabari Fashions Pvt. Ltd. delivered the welcome address and spoke about the role of World Trade Center Bhubaneswar as a trade facilitation in enhancing the overall economic portfolio of the state as well as enhanced entrepreneurship scenario of the state. She also highlighted on various initiatives undertaken by the Women Forum of the center to uplift women as entrepreneurs and handhold them to further grow their businesses. In addition to that, she spoke on how the forum has been relentlessly working to encourage women to earn a livelihood of their own through their business entities, but also promote their passion, work on their skill development, assist them to overcome various bottlenecks and support women who aspire to grow.

Ms. Preethi Patnaik and Ms. Kanak Misra, Founders from The Book Turf as an activity partner conducted the entrepreneur connect game and audience engagement activity for all the participants present during the session with numerous fun games and quizzes.

The program also witnessed a highly interactive networking session over high-tea where the entrepreneurs had a one-on-one interaction with all the employees of SPARC Pvt Ltd for future prospects of collaborations.

Earlier in the session, all the entrepreneurs from WTC Bhubaneswar Women Forum gave a two-minute video presentation which included their introduction, their journey as an entrepreneur and details about their business entity along with all their products/services.

The program was held on Wednesday, 13 March 2024 at the premises of SPARC Pvt. Ltd., Bhubaneswar.

Captions for the Photographs:

001 – **In Photo:** Women Entrepreneurs from WTC Bhubaneswar and the team members from SPARC Pvt. Ltd. post successful execution of the program

002 – **In Photo:** (L-R) Ms. Choudhury Jyoshna Das, Honorary Convener, WTC Bhubaneswar Women Forum; Ms. Subhra Mishra, Chief Resource Officer, SPARC Pvt. Ltd. & Ms. T Sweta, Officer – Trade Promotion, WTC Bhubaneswar during the felicitation ceremony