

Report – Workshop on Financial Literacy for Women Entrepreneurs

In today's era, the increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned or women-led business enterprises are playing a significant role in the society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women to take up entrepreneurship.

Ajira Srujani in association with World Trade Center Bhubaneswar, Mirae Asset and Empower Education organized a Workshop on Financial Literacy exclusively for the Women Entrepreneurs on the occasion of International Women's Day.

Rtn. Alpa Shah, Financial Advisor to Corporate Sectors graced the occasion as the Chief Speaker and highlighted the role of women entrepreneurs in the nation's economy. She also deliberated on the significance of SIPs and Mutual Funds as a disciplined and phased investment approach for every individual with a more risk-mitigated strategy. Further, she spoke on various government schemes for women, emphasized on Sukanya Samridhi Yojana and its benefits in the long run.

Dr. Rina Routray, Chairperson, Mahila Atmanirbhar Abhiyan, Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar, Ms. Shakuntala Baliarsingh, Eminent Odia Writer and Author were also present at the program as guests of honour.

Earlier in the session, **Ms. Sujata Nanda, Founder, Ajira Srujani** delivered the welcome address.

The session was followed by a highly interactive Q&A Session.

The workshop was held on 2 March 2024 at Buddha Temple Auditorium, Bhubaneswar.

Caption for the Photographs:

001 – **In Photo:** (L-R) Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar; Ms. Shakuntala Baliarsingh, Eminent Odia Writer and Author; Rtn. Alpa Shah, Financial Advisor to Corporate Sectors; Dr. Rina Routray, Chairperson, Mahila Atmanirbhar Abhiyan; Ms. Sujata Nanda, Founder, Ajira Srujani during the session

002 – **In Photo:** Participants and esteemed dignitaries post successful execution of the program