

Report – Corporate Connect Program for Women – 2nd Edition

Gender equality across every aspect of society is a fundamental human right and essential for our societies to be safe, prosperous and to thrive. 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 founders.

Women's achievements in this time and age are outstanding with many of them making pioneering accomplishments in every sphere of life, particularly when it comes to entrepreneurship. And like elsewhere in the world, even in India, women-led businesses have been providing a great momentum to the economy.

World Trade Center in succession of the first ever corporate connect program, conducted the second edition in collaboration with Centurion University and its Incubation Cell. 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 a look around the university through a campus tour to explore various opportunities to expand and explore their business entities in sectors like aquaculture, agri-business, pottery, handloom & apparels, handicrafts, paper mache & paper products, wood works, hydroponics, animal farming and electrical goods. The women entrepreneurs also got an opportunity to explore further prospects of collaborations with the university to accelerate their production and materials procurement.

The program was held on Thursday, 27 June 2024 at Centurion University Campus, Jatni.

Caption for the photograph:

001 – In Photo: Women Entrepreneurs and WTC Bhubaneswar officials at the stitching/apparel unit of Centurion University during the Exclusive Campus Tour