



NEW HORIZON COLLEGE OF ENGINEERING

Department of Management Studies organizing

In association with

N'kisi Institute of Training



A ONE DAY BUSINESS CONCLAVE ON “EMPOWERING WOMEN IN BUSINESS: NAVIGATING CHALLENGES AND UNLOCKING POTENTIAL”.

Date: 06 March 2024, Wednesday

NEW HORIZON COLLEGE OF ENGINEERING (NHCE)

New Horizon College of Engineering is an autonomous college affiliated with VTU, accredited by NAAC with an 'A' grade and NBA. It's a certified college with ISO 9001:2008 and ranks amongst the top engineering colleges in India. NHCE was awarded the "Most Preferred Institute for Providing Global Exposure" award and is recognized as an "Excellent" college under the Atal Ranking of Institutions on Innovations Achievement (ARIIA) 2021 ranking.

DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies offers a 2-year full-time MBA program with dual specializations. It is an approved research center for a Ph.D. in Management. The department has won several awards, including "B-School providing "Preferred Environment for Campus Placements" and "Best B-School in India-South". It strongly believes in increasing human capital through education and training.

ABOUT BUSINESS CONCLAVE

In the dynamic and ever-evolving digital landscape, small, women-owned businesses often encounter obstacles in adapting to and capitalizing on digital opportunities. Despite remarkable strides and ground breaking achievements, women entrepreneurs and professionals continue to confront unique challenges. The theme for International Women's Day 2024, "DigitALL: Innovation and technology for gender equality," underscores the imperative of leveraging innovation and technology to promote gender parity. Complementing this theme, the campaign theme for 2024, "Inspire Inclusion," accentuates the significance of fostering an inclusive environment where all individuals, regardless of gender, can thrive. This Business Conclave seeks to shed light on the journey of women in business, amplifying their voices, and addressing the hurdles they surmount. By highlighting the challenges and opportunities for empowerment, this event aims to inspire actionable strategies for fostering gender equality and inclusivity in the business world.

Moderator:



Dr. Rose Kavitha is a certified Leadership trainer with 23 Years of training, teaching, and research experience. An expert in staff development, curriculum design, performance management, employee's productivity and process improvement she has been the academic administrator (AAA) for various institutions. Co-author for seven management-related books and a prolific writer in publishing interdisciplinary research articles for national and international research journals. She has received 17 prestigious awards for Best faculty and best research papers. In the field of learning and development, she has conducted 335 training Programs for various companies and have trained more than 3000 employees from G1 grade to general managers level for both public and private sectors.

Panelists:



Ms. Pushpalatha is the Director & CEO Prameya Health Pvt. Ltd., Founder & Director, Garbha Gudi Group of Companies, Senior Program Leader & Advisor, Iron Lady Community, President Adhvait India Foundation. She is the Guinness record holder for conducting the largest health awareness campaign for women and senior citizen, Passionate entrepreneur to scale business from scratch to 100 Cr valuation. She is a Certified Program Leader –Iron Lady and is featured as a prized entrepreneur on HERMONY TALKS ENTREPRENEUR and ISB 10K women entrepreneur supported by Goldman Sachs.



Dr. Veena Shenoy is the founder and CEO at Inclusiv, a social Impact start-up with a global mission of creating a barrier-free sustainable inclusive environment for persons with disabilities and senior citizens. Dr. Shenoy's passion for inclusion goes beyond her entrepreneurial endeavors. She represents the Women Indian Chamber of Commerce and Industry (WICCI) as the State President for the Karnataka Sustainable Development Goals Council, demonstrating her commitment to driving positive change at a systemic level. She also serves as the State Chair for the Diversity and Inclusion Wing of G100. Her academic credentials include a Ph.D. from the National Institute of Technology Karnataka (NITK) Surathkal Mangalore.



Riyana is a trans woman who works on the social and political rights of LGBTQIA+ people. She is based in Bangalore and has been involved in advancing the rights of LGBTQIA+ people through government efforts and schemes. Riyana has been a path-breaking for trans representation. She is the first openly transgender woman from Karnataka to attend college, work in a corporate company as an HR, and to contest and the Youth Congress election. Riyana wants to see a world in which the most marginalised queer people, women, and children live freely and with dignity.



Tripti Aravind, proud winner of Mrs. INDIA-KARNATAKA – 2017 is associated with organizations like The Hindu, HCG cancer hospital, State Bank of India, COWE, Landmark group and Election commission of Karnataka. She is a Media panelist on regional and national channels for various programs and have organized various awareness programs such as Women Empowerment, Rural Employment and Go Green. She is associated with various NGO's and with Mysore artisans and craftsmen for promoting their arts and crafts nationally and internationally and created job opportunities for them. Recipient of honorary doctorate and doctorate from St. Mother Theresa University accredited by world JBR Harvard USA and VTU. Finalist at Mrs World 2017-18. First Kannadiga to represent at Mrs. World. Crown Winner of Mrs. INDIA 2017.



Neelu GS, Meet India's first image consultant, who is changing the game by combining image consulting, makeup artistry, beauty techniques, and life skills coaching at her venture Elite Image Makeover, and revolutionizing Individual Image with a Comprehensive Approach.

Neelu GS is the Founder and CEO of Elite Image Makeover, She possesses a wealth of qualifications, including being a Certified Image Consultant and Soft Skills Coach, Corporate Trainer, Certified Outbound Experiential Facilitator, Transformational Coach, International Coach, Personality Development Coach, Motivational & Inspirational Speaker, President-IMPA Bangalore, Proud Toastmaster, Certified Life Coach, NLP Coach & Reiki Master Healer, Makeover Specialist, Personal Coach, and Professional Makeup Artist & Beauty Expert. As a NABET & SQA accredited soft skills trainer, she also helps people improve their soft skills, resulting in a complete 360° Personality Development. Her goal is to assist individuals in projecting an Elite Image Inside-out in all aspects of their lives.

Program Schedule:

Schedule	Time
Welcome Address by Dr Guru Basava Aradhya S, HoD & Professor, Department of MBA. Lighting of the Lamp	10.00 am – 10.10 am
Inaugural Address: Dr. Manjunatha, Principal	10.10 am – 10.20 am
Key Note Address: Dr. R.J. Anandhi, Dean - Academics	10.20 am – 10.25 am
Introduction of Keynote Speakers	10.25 am – 10.35 am
Panel Discussion by Renowned Industry Experts	10.35 am – 12.00 am
Q&A Session with the Audience	12.00 pm – 12.30 pm
Valedictory Address	12.30 pm to 12.40 pm

- **Registration is Mandatory to get E-Certificates.**
- **Please click here to get registered:** <https://forms.gle/P4uu78kUwUsm4o5P7>
- **NO REGISTRATION FEES.**

Chief Patron

Dr. Mohan Manghnani

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Patron

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Dr. Revathi V, Dean-R & D, NHCE

Dr. Sanjeev Sharma, Dean- Quality Assurance & IIE, NHCE

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Dr. Krishna Kumar D - Associate Professor

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Prof. Aiswarya D Pillai - Assistant Professor

Prof. Rajat B Hubballi - Assistant Professor

Prof Madhuaraj CA- Assistant Professor

Programme Coordinators:

Dr. Guru Basava Aradhya S

Head & Professor, Department of Management Studies

Dr Rose Kavitha

Professor, Department of Management Studies

Mobile No: +91 95132 25477

Registration Link



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