



On the occasion of International Women's Day to celebrate the achievements and contributions of women across all spheres of life Department of Management Studies in collaboration with N'kisi Training hosted a one-day Business Conclave titled "Empowering Women in Business: Navigating Challenges and Unlocking Potential" on Wednesday, 6th March 2024, at New Horizon College of Engineering.

The Conclave began with a presidential address by Principal Dr. Manjunatha B, followed by Dr. R.J. Anandhi, Dean Academics, who honored the women experts of the day. Dr. Guru Basava Aradhya, Head of the Department, set the stage by highlighting the significance of this day as a poignant reminder of the ongoing struggle for gender equality and the need to empower women globally. He emphasized that women have broken barriers and defied societal norms in areas ranging from political leadership to business entrepreneurship, paving the way for progress and change.

Key speakers included Ms. Pushpalatha, Director & CEO of Prameya Health Pvt. Ltd., Founder & Director of Garbha Gudi Group of Companies, Senior Program Leader & Advisor at Iron Lady Community, and President of Advait India Foundation, who spoke on the challenges faced by rural women in healthcare and how women can overcome barriers. Dr. Veena Shenoy, Founder and CEO of Inclusiv, emphasized the ongoing challenges women face, including gender-based violence, and discussed the contributions of her organization towards achieving true inclusion. Ms. Riyana Raju, a trans woman advocating for the social and political rights of the LGBTQIA+ community, highlighted the struggles her community continues to face and shared her efforts to create a better future.

Dr. Tripti Aravind, the proud winner of Mrs. India-Karnataka 2017, who is associated with organizations like The Hindu and HCG Cancer Hospital, shared her personal and professional challenges in reaching her current status. Finally, Ms. Neelu GS, Founder and CEO of Elite Image Makeover, spoke about impression management and ingratiation, emphasizing the importance of grooming for students preparing for recruitment.

The entire Business Conclave was expertly moderated by Dr. Rose Kavitha, Professor at New Horizon College of Engineering. The event inspired participants to recommit themselves to the cause of gender equality and work towards building a more inclusive and equitable society where every woman can fulfill her potential. Happy International Women's Day!