

# Fostering Entrepreneurship amongst Women

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# Introduction



## The 3A Clothing Company

- **Manufacturers of Fashion Apparel and Accessories, plus Corporate Gifts**
- **85% women employees**
- **Factory located half an hour away from New Delhi's International Airport**

# Introduction

- Who is an **Empowered Woman**?
- **WOB**: The **right** thing and the **smart** thing



*The women at the 3A Clothing Company*

# MY STORY

- The Phoenix: Undying spirit



- No concept of mentorship, incubation, financing schemes in the 1990's for women
- But success demands a purpose
- “I am doing a mother’s job”

- Cluster Development Scheme by the Government of India
- Walmart’s Women Entrepreneurship Development Program



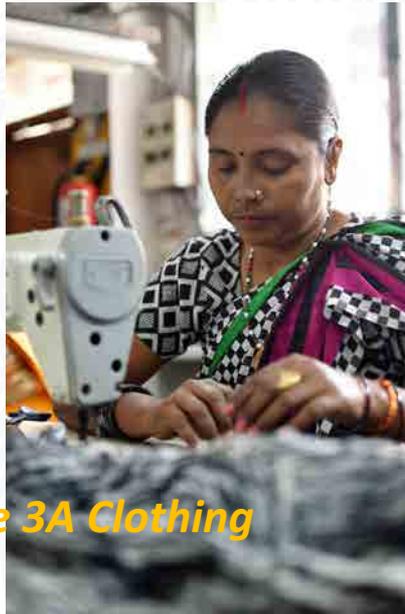
*The 3A Clothing Company becomes a registered vendor to Walmart*

# WHY SHOULD WE EMPOWER WOMEN?

- Make economic decisions for their families
- Women are natural entrepreneurs
- Flexible, empathetic, think out of the box, “jugaad”, multitask, hold a long-term view, are social
- In boardrooms, they neutralize the atmosphere



*The women at the 3A Clothing Company*



# HOW WE EMPOWER WOMEN AT THE 3A CLOTHING COMPANY

- Ability to give **flight** to their **dreams, believe in themselves:** become **good entrepreneurs**
- **Don't pretend** that women don't need **support**
  - **Skills** have to stand out
- **Mentor** them to think like **entrepreneurs** and not employees
- **Sponsor** community lunches
- **Empower the children.** Contribute **50%** for educational resources, **laptops, bicycles**
- **Incubate** women

*The women at the 3A Clothing Company*



# EDUCATION FOR WOMEN EMPOWERMENT

- Study **STEM** subjects: science, technology, engineering, mathematics
  - Artificial Intelligence, Coding
- **Education is like a jewel**
  - Inquiring nature, logical thinking, analytical thinking
- We are both a **product** and **victim** of our **upbringing**
- **Sensitize** young boys
- **Engage** in **discussion** around women's empowerment
  - Gestation time

- **Statistic: Only 17% of women in urban India work**
- **The Canadian example: 20 million Canadian Dollars**



# IN CONCLUSION

- Be life-long learners and keep updating your skills
- Put your heart and soul into your work, work with passion, think big
- A powerful position is an obligation to pull up others
- Winds of change are in women's favour. It's your decision to make the best use of this
- Girls should say, "It matters to be empowered". And boys should say, "Yes! Girls should be empowered"

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