

REPORT OF WOMEN LEADERSHIP CONGRESS

Date: 21st September 2013

Venue: K.L.University

Attendees: 130 students of various colleges

IEEE K L University Student Branch, a major organ of IEEE Guntur Sub section, part of Hyderabad Section.

IEEE KLUSB (KLU STUDENT BRANCH) has organized Women Leadership Congress, a women empowerment program with a main motto of encouraging the women entrepreneurs, at **K L University** on 21st September. 130 students of various premier institutes participated in the event

- On the occasion of Women leadership congress, **Smt Koneru Siva Kanchana Latha garu, Secretary, K L University**, has been a guest of honor for the event organized by “Women In Engineering” chapter. Addressing the gathering, she emphasized on the need of Women Entrepreneurs and the role of women in present day society.



Smt. K. Siva Kanchana Latha, Secretary, K L University

The Leaders Congress has begun with a Key note lecture by **Dr. SwarnaBai Arniker, Scientist 'E', DRDO, Govt. of India, Hyderabad and Vice-Chairperson Women in Engineering (WIE) Affinity Group (AG) IEEE HYD Section**. She elucidated the role of women in present day world and inspired the gathering with innovative thoughts. Need for organizing the Leaders Congress and the need for women to be a part of IEEE which helps them to hone their skills was told to the participants



Dr. SwarnaBai Arniker, Vice Chairperson, IEEE HYD Section



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- “Entrepreneur skills” were impinged in to the mind of students by **Dr.V.Nagalakshmi,Director(Technical), IMIS Pharmaceuticals Pvt. Ltd.** The concept of Entrepreneurship was introduced and the latest techniques that entrepreneurs implement were explained. Ideology of entrepreneurs was presented to foster keen talent of young minds.



Dr.V.Nagalakshmi,Director, IMIS Pharmaceuticals Pvt. Ltd



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- **Dr. Kishori, KLU Business School**, has epitomized an Interactive Session on “Building Marketing strategies and techniques”. The importance of marketing as well as good product based innovations was taught.



Dr. Kishori, Professor, KLU Business School

- **Mr. Aditya Lanka, Director of Conduira Pvt Ltd**, has briefly delineated the session on “Selling the Vision”. The session stood as the most interactive and energized the future women entrepreneurs. “Profit strategy planning” was illustrated by him using “Design x Thinking”



Mr. Aditya Lanka, Director of Conduira Pvt Ltd



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Adjournment: The one day Women Leadership Congress concluded with a Valedictory Function. WIE Chapter counselor, Smt S.V.N.L Lalitha conveyed Vote of Thanks to all the speakers and delegates. The event remained successful in inducing the culture of Women Entrepreneurship amongst students and delegates.

Mrs. Lalitha, Branch Counselor of IEEE- WIE KLUSB has detailed the events done by the branch until then and presented an agenda of events prepared to be commenced in the near future. She had also appreciated the work done by the student members of WIE for their active involvement in the branch activities and reaching the students with interesting events like STAR PROGRAM and WLC.

Dr.R.Sreehari Rao, (Vice Chancellor, KLU), Dr. N. Rangaiah, (Registrar, KLU), Dr. A. Ananda Kumar (Principal, KLU), Dr.M.Venu Gopala Rao, (IEEE KLUSB Branch Counselor) were also present at the congress. They wished that IEEE-WIE Chapter will soon achieve its short term goals and march towards bright path with programs and activities that promote the entry into and retention of women in engineering.