



Women's Forum

Report of Webinar on

Career Planning and Entrepreneurship for Women Students

Women's Forum in association with Department of ME, KLEF conducted a webinar on "Career Planning and Entrepreneurship for women students" on 24th September 2020 from 3:00 pm to 5:00 pm as part of its webinar series.

Link for participation:

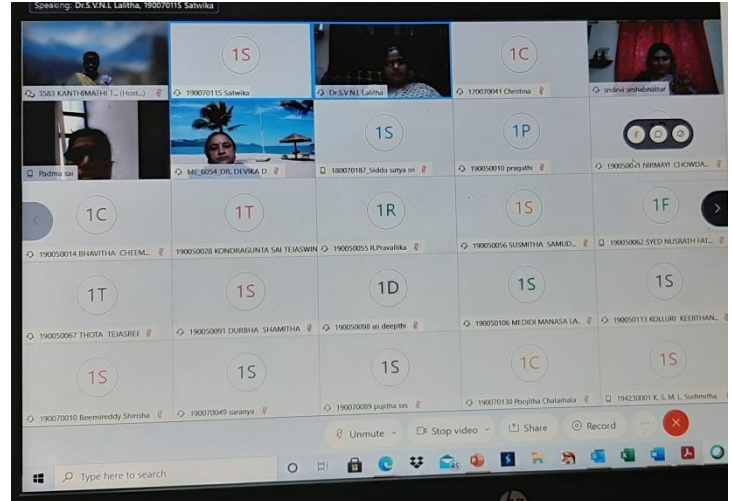
<https://kluniversity.webex.com/kluniversity/j.php?MTID=m3df5611f383dcd5cf6da63c0c53abd>

Event started with a welcome note by Mrs. T. Kanthimathi, Assistant professor, ME Department and Women's forum incharge. Dr. Habibulla Khan, Advisor, Student affairs has addressed the gathering and motivated the students to plan their career in a proper path by understanding their respective interests. Dr. S.V.N. Lalitha, Convener Women's forum welcomed the resource persons and introduced them to the gathering.

Resource Persons:

1. Dr. Y. Padma Sai
Professor & Dean, VNR,VJIET,
Hyderabad,
Chairperson, IEEE Women in Engineering
AG,
IEEE Hyderabad Section.

2. Dr.Sridevi.S
Head-product Development, Six Yards
Plus,
Hyderabad.



Profile of Dr. Y. Padma Sai:

Dr. Padma Sai, has a vast experience of over 22 years in teaching and 5 years industrial experience. At present she is working as professor and Dean in VNR VJIET, Hyderabad. She is a senior member of IEEE and Life member of ISTE, ISOI and ASCI. She is also chairperson of IEEE Women in Engineering AG, IEEE Hyderabad Section. She is the Co-founder of Salcit Technologies Pvt Ltd at VJ Hub. She is one of the inventor of the patent and published by Indian Patent office Titled A Method and System for Analysing Risk Associated With Respiratory Sounds.

Dr. Padma Sai madam has delivered an interesting talk the various fields in which girls and women are proving themselves. She explained various challenges faced by women at work place and

how to get over those challenges. She also suggested that one should be aware of day to day activities which are taking place at the work place, so that we will not be left behind.

Profile of Dr. S. Sridevi

Dr. S. Sridevi has done her graduation in Textile Technology and MBA in human resources from Osmania University. She has done her MS. And Ph.D in Material Science a& Engineering from North Carolina State University, Raleigh, NC. She has worked as Dean of Academics and R&D in Shri Vithal Education and Research Institute for 3 years. She has worked as professor in Saveetha School of Engineering for 2years. At present she is the head and co-founder of product development for Chromatic Creative Pvt.Ltd.(Brand Name: Six Yards Plus) and also working as materials scientist in Centillion Solutions LLC.

Dr. Sridevi initiated her talk on the need of women in entrepreneurship. She pointed out various challenges and opportunities for women to be an entrepreneur. She explained about the procedure to be followed to begin a start up and to identify various available resources like capital, infrastructure, labour etc. She insisted on various points like how to do time management, what should be the marketing strategy, and how to think about the business growth.

⚙️ **clear gap in sectors and how to fill the gap**

- technology
- construction
- mining

- research, invent and innovate
- Collaborate for product based projects
- study higher
- attend training and awareness programs

⚙️ **challenges in entrepreneurship**

- capital
- cash flow management
- hiring employees
- time management
- delegating tasks
- choosing what to sell
- marketing strategy
- business growth

- **self-doubt!!**

She gave examples on various challenges faced by women as an entrepreneur and as a working women. She suggested few tips to overcome these challenges like reading books, talking to teachers etc. She motivated the participants with her talk and encouraged young minds towards taking up their own business.

At the end of her session few participants raised questions on how to manage family life and work life as women for which she responded that for a women to successful there should be an understanding family behind her.

A virtual memento was presented to the participants by Dr. S.V.N.Lalitha, Convener women’s forum

