

One day workshop on women entrepreneurship - Quepem

World Trade Center Goa and the MSME Development and Facilitation office in Goa conducted back-to-back programmes for Women Entrepreneurship Development in two towns of Goa viz. Quepem and Rivona.

The Chief Guest, **Mr Prasad Fal Desai, Corporator in the Municipal Council, Quepem** gave a brief introduction on how women's day celebration came into being. He remarked that God has blessed women with unique qualities which are not given to men, and these qualities can enable women to excel in the area of Entrepreneurship. With increasing number of women choosing to become entrepreneurs, the outcome will directly be seen in the state as well as the country's economic prosperity.

Mr. Mukesh Kumar Meena, Joint Director, MSME DFO Goa, in his address said that he is always happy to be of service to the MSMEs in Goa and that Women Entrepreneurship is a topic of interest to him, as it will be a fit way of empowering women. He pointed out that Goa being a tourist destination, the Goan handmade products should be readily available to visiting tourist as this will open gates to earn revenue and hence encourage Entrepreneurship.

Dr. Jennifer Lewis Kamat, Director, Kamat Infratech and Member of the Managing Committee of Goa Chamber of Commerce and industry highlighted that the Government of India has declared the year 2023 as the international year of Millets with the aim to create awareness of the nutritious values of millets as well as increase its production and consumption. She said that Millets can be grown around Goa and the farmers can take advantage of the commercial benefits of the same. She also announced that if any woman wants to start a business, institutions like WTC Goa are always there to guide.

Mr. D. K. Johari, Assistant Director - MSME DFO Goa, elaborated on various schemes available for women like marketing support, PMEGP, Chief Minister's Employment Generation and Public Procurement Policy etc.

Dr. Jaanvhi Prabhudesai, a prominent social worker, said that she was very enthusiastic about women entrepreneurs and was of the opinion that every woman is an entrepreneur in their own right as she manages the affairs of their own household. She recommended women to take up money generating activities in their spare time to become monetarily self-sufficient.

Prominent women doing well in their respective sectors were facilitated during the program.

In his concluding remarks, **Mr Cyril Desouza – Assistant Director – Trade Promotion, WTC Goa** said that he was very happy to see the response this programme got and that going forward Quepem could offer a lot of products and services that would give a boost to international Trade from India, particularly Goa.

The programme was held on March 9, 2023.



(From left to right): Dr. Jaanvhi Prabhudesai, Proprietor, Rishived; Dr. Jennifer Kamat, Member of Managing Committee, Goa Chamber of Commerce & Industry; Mr. M K Meena, Joint Director, MSME Development & Facilitation Office, Goa; Mr. Prasad Fal Desai, Corporator, Municipal Council of Quepem; Mr Cyril Desouza, Assistant Director - Trade Promotion, WTC Goa and Mr. D K Johari, Assistant Director, MSME Development & Facilitation Office, Goa.