

City Hilights October 9, 2024

Women Entrepreneurs' Cell launched at KJC

A Women Entrepreneurs' Cell was launched at Kristu Jayanti College to support women's entrepreneurship. This initiative aims to promote economic growth and empowerment among female students on campus. The importance of women-led businesses for social and economic change was highlighted during the inauguration. The Principal of Kristu Jayanti College discussed the commitment to fostering entrepreneurship among women, stating that it benefits both families and communities.

Key features of the event included the introduction of Campus Women Entrepreneurs & Self-Help Group (SHG) Outlets and the Campus Mar-

ket App (CMA). These platforms are designed to provide women with opportunities to showcase and sell their products, helping them gain financial independence and develop business skills.

This program aligns with a national initiative that supports local artisans and promotes district-specific products. The event was well-attended by students, faculty, and entrepreneurs, who recognized the potential for creating real entrepreneurial opportunities for women. The collaboration with a women's entrepreneurs' association is expected to offer mentorship and guidance to aspiring women entrepreneurs at the college.

