



World Association For
Small And Medium
Enterprises

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**MotoGP
BHARAT**

Presents

International

Women's

**8TH
MARCH**

Day 2024



Welcome to the Empowering Women through Sports and Enterprise website! We are thrilled to present an insightful and inspiring event on March 8th, 2024, at the WASME HOUSE Open Area from 4 PM to 8 PM. Our theme, "Game Changers: Women Redefining Success in Sports and Enterprises," aims to shed light on the remarkable journey and challenges faced by women in sports administration and coaching.

Event Highlights:

Panel 1: State of Women in Sports in India

Explore the dynamic journey of women in sports administration and coaching. Gain insights into the challenges faced by women athletes in India, their achievements, and success stories.

Agenda:

- Overview of Women's Participation in Various Sports
- Challenges Faced by Women Athletes in India
- Achievements and Success Stories
- Q&A Session

Panel 2: Initiatives and Programs Supporting Women Sports

Discover how Micro, Small, and Medium Enterprises (MSMEs) can play a pivotal role in supporting women's sports. From equipment manufacturing to coaching services, marketing, and sponsorship - delve into the diverse opportunities available.

Agenda:

- Role of Government and Non-Government Organizations
- Success Stories and Strategies for Empowerment
- Q&A Session

Breaking Barriers: Stories of Female National and International Sports Leaders

Embark on a journey through the stories of female leaders who have shattered barriers in the world of sports. Entrepreneurship in sports takes center stage, with successful entrepreneurs in the sports industry highlighting opportunities for women in emerging sports such as Golf and motorsports.

Agenda:

- Entrepreneurship in Sports
- Opportunities for Women in Emerging Sports
- Q&A Session

Save the Date:

Date: March 8th, 2024

Venue: WASME HOUSE, Open Area

Timings: 4 PM to 8 PM

Join us in celebrating the strength, resilience, and achievements of women in sports and enterprise. Be a part of this empowering event as we redefine success and inspire the next generation of game changers. Stay tuned for more updates!

About the Theme: Empowering Women through Sports and Enterprise

Welcome to our dedicated platform where we celebrate and champion the empowerment of women through the intersecting realms of sports and enterprise. Our theme, "Game Changers: Women Redefining Success in Sports and Enterprises," is an ode to the remarkable strides made by women, not only on the playing field but also in the boardrooms and entrepreneurial landscapes.

Empowering Journeys:

In the realm of sports administration and coaching, women have navigated unique challenges and barriers. Our panels will delve into the captivating journeys of these trailblazers, shedding light on the trials faced and victories achieved. By sharing their stories, we aim to inspire a new generation of women who dare to dream beyond conventional norms.

Women in the Arena: Challenges and Triumphs:

Panel 1 will provide an overview of women's participation in various sports, emphasizing the challenges faced by women athletes in India. From battling stereotypes to overcoming societal expectations, our speakers will share their experiences, highlighting not only the obstacles but also the resilience that fuels success.

Supporting Women's Sports: A Collaborative Endeavor:

Panel 2 shifts the focus to initiatives and programs supporting women's sports. Explore the role of MSMEs in creating a supportive ecosystem - from manufacturing quality sports equipment to providing essential coaching services. We'll also discuss the pivotal role played by government and non-government organizations in driving change.

Entrepreneurship in Sports: Breaking the Mold:

The event will culminate with a riveting exploration of entrepreneurship in sports, guided by successful women entrepreneurs in the sports industry. Uncover opportunities for women in emerging sports such as Golf and motorsports, as these leaders share their insights and strategies for navigating and excelling in these fields.

Save the Date - March 8th, 2024:

Mark your calendars for March 8th, 2024, at the WASME HOUSE Open Area from 4 PM to 8 PM. This International Women's Day, join us in celebrating the indomitable spirit of women who are not just redefining success but are also rewriting the narrative of women's participation in sports and enterprise.

Stay Connected:

Follow us on social media for regular updates, speaker announcements, and exclusive behind-the-scenes content. Let's come together to amplify the voices of these game-changing women and pave the way for a future where every woman feels empowered to pursue her dreams, both in sports and enterprise. Together, we're shaping a legacy of equality, strength, and triumph!

Event Agenda Highlights:

Opening Ceremony:

Commence the event with an uplifting opening ceremony, celebrating the spirit of empowerment and resilience.

Interactive Sessions:

Engage in interactive sessions where attendees can actively participate in discussions, share their thoughts, and ask questions during the Q&A sessions after each panel.

Networking Opportunities:

Foster connections and collaborations by providing networking opportunities for attendees, speakers, and sponsors. Exchange ideas, experiences, and business contacts to strengthen the community.

Empowering Workshops:

Host workshops on skill development, leadership, and entrepreneurship, providing practical tools for women to thrive in both sports and enterprise.

Spotlight on Success:

Throughout the event, spotlight success stories of women who have made significant contributions to sports and enterprise. Share their achievements to inspire and motivate others.

Closing Ceremony:

Wrap up the event with a memorable closing ceremony, expressing gratitude to participants, speakers, sponsors, and attendees for their valuable contributions.

Engage with Us:

Social Media Campaign:

Join our social media campaign leading up to the event. Share stories of empowerment, use event hashtags, and encourage discussions on the theme.

GameChangersChallenge:

Launch the #GameChangersChallenge, encouraging individuals to share their stories of overcoming obstacles in sports or entrepreneurship. Highlight and celebrate these stories across our platforms.

Sponsorship Opportunities:

Explore sponsorship opportunities to support and align your brand with the values of empowerment, diversity, and inclusion. Contact us to discuss how your organization can be a part of this transformative event.

Get Involved:

Speaker Nominations:

Nominate inspiring speakers who embody the theme of empowerment in sports and enterprise. We welcome diverse perspectives and experiences.

Volunteer Opportunities:

Join our team of volunteers and contribute to making this event a success. Your support will be instrumental in creating a positive and empowering atmosphere.

Together We Rise:

This event is more than a gathering; it's a movement. Let's collectively champion the cause of empowering women through sports and enterprise. Together, we can redefine success, break barriers, and create a future where every woman has the opportunity to thrive.

Stay tuned for further details and updates as we build towards an unforgettable celebration of women, their achievements, and their limitless potential. Be a part of the change. Be a game-changer. See you on March 8th, 2024!

Extended Agenda Details:

4:00 PM - 4:30 PM: Registration and Welcome Reception:

Kick off the event with a warm welcome and registration. Attendees will have the opportunity to connect with fellow participants, speakers, and sponsors.

4:30 PM - 4:45 PM: Opening Ceremony:

Begin the event with an inspirational opening ceremony, featuring a keynote address that sets the tone for the day. Acknowledge the significance of International Women's Day and the purpose behind our theme.

4:45 PM - 5:45 PM: Panel 1 - State of Women in Sports in India:

- Moderated discussion on the journey of women in sports administration and coaching.
- Introduction to Women's Participation in Various Sports
- Personal Stories: Challenges Faced by Women Athletes in India
- Celebrating Achievements and Success Stories
- Engaging Q&A Session with the Audience
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5:45 PM - 6:15 PM: Networking Break:

A chance for attendees to network, share experiences, and explore potential collaborations. Refreshments will be provided.

6:15 PM - 7:15 PM: Panel 2 - Initiatives and Programs Supporting Women Sports:

- Delve into the ways MSMEs and organizations are supporting women's sports.
- Role of Government and Non-Government Organizations
- Showcasing Success Stories and Strategies for Empowerment
- Open Floor for Questions and Collaborative Discussions

7:15 PM - 7:45 PM: Breaking Barriers: Stories of Female National and International Sports Leaders:

- Inspirational stories from female leaders who

have made a mark in national and international sports. Explore entrepreneurship opportunities in emerging sports like Golf and motorsports.

7:45 PM - 8:00 PM: Closing Ceremony:

- Express gratitude to speakers, sponsors, volunteers, and attendees.
- Recap key highlights and takeaways from the event.
- Announce future initiatives and how participants can stay engaged.
- Invite everyone to a networking reception to continue conversations.

8:00 PM - Networking Reception:

An informal setting for attendees, speakers, and sponsors to interact, exchange ideas, and build lasting connections. Light refreshments and entertainment will be provided.

Post-Event Engagement:

Workshops and Webinars (Post-Event):

Extend the impact of the event through a series of workshops and webinars addressing specific topics such as leadership, skill development, and entrepreneurship.

Online Resource Hub:

Establish an online resource hub featuring event recordings, articles, and additional resources to continue supporting and empowering women in sports and enterprise.

Community Building:

Foster an online community where participants can continue the dialogue, share experiences, and support each other on their respective journeys.

Be a Part of the Movement:

Register Now:

- Encourage participants to register early to secure their spot and receive event updates.
- Spread the Word:
- Encourage attendees to share their excitement and involvement on social media platforms using event hashtags.

Feedback and Testimonials:

Collect feedback and testimonials from participants to continuously improve future events and showcase the impact of this initiative.

Let's Empower, Inspire, and Ignite Change Together!



Chief Guest
LAXMI SINGH
 COMMISSIONER OF POLICE
 GAUTAM BUDH NAGAR

Esteemed Dignitaries



Anuradha Prasad
 Editor-in-Chief, News 24



Dr R.K. Bharti
 Joint Director, MSME-DFO,
 Ministry of MSME, Govt. of India



Reena Marwah
 Marwah Studio



Gebru Teklay
 Third Secretary,
 Embassy of Ethiopia, New Delhi



Pritam Rani Siwach
 Former India hockey captain,
 Arjuna and Dronacharya Awardee



Bipul Chandra
 Managing Director, Ducati India



Manjusha Kanwar
 Former Badminton Player



Indranil Basu
 Former Sports Journalist, TOI



Ekta Bhyan
 Para Athlete



Simran Sharma
 Athlete



Enakshi Rajvanshi
 Former Cricket Player



Meha Bhardwaj
 Journalist and TV Anchor



Shivangi Jha
 Policy Expert



Sachin Shetti
 Co Founder and CBO,
 e-MSME Mumbai, INDIA



Meenaxi Singh
 Senior manager E & Y



World Association for Small and Medium Enterprises (WASME)

[Ph:9911500858](tel:9911500858) | [E-Mail:info@wasmeinfo.org](mailto:info@wasmeinfo.org) | [website: www.wasmeinfo.org](http://www.wasmeinfo.org)

[Event Website : https://www.wasmeinfo.org/women'sday](https://www.wasmeinfo.org/women'sday)

World Association for Small and Medium Enterprises
 International Secretariat: WASME House, Plot No. 4, Sector- 16-A,
 Institutional Area, Noida, Gautam Buddha Nagar-201301, Uttar Pradesh, India

Follow us:



Sponsorship

Title Sponsor - Exclusive Opportunity (Investment: Rs. 5.00 Lac)

Benefits:

- Exclusive naming rights to the event (e.g., "Your Company presents Empowering Women through Sports and Enterprise").
- Prominent placement of your logo on all promotional materials, including event posters, flyers, & digital marketing.
- Key recognition during the opening and closing ceremonies, including speaking opportunities.
- Exclusive booth space in a high-traffic area.
- Featured content on the event website and social media platforms.
- Customized promotional campaigns to highlight your brand.

Platinum Sponsor(Investment: Rs. 4.00 Lac)

Benefits:

- Prime placement of your logo on promotional materials.
- Verbal recognition during key sessions and panel discussions.
- Exclusive booth space in a visible location.
- Social media mentions and dedicated posts on event platforms.
- Opportunity to host a sponsored workshop or networking event.
- Logo featured on event banners and backdrop.

Gold Sponsor(Investment: Rs. 3.00 Lac)

Benefits:

- Logo placement on promotional materials.
- Verbal recognition during relevant sessions.
- Booth space at the venue.
- Social media mentions and shout-outs.
- Opportunity to sponsor a specific session or panel.
- Logo featured on event materials.

Silver Sponsor(Investment: Rs. 2.00 Lac)

Benefits:

Logo placement on promotional materials.

- Booth space at the venue.
- Social media mentions.
- Recognition during the event.
- Logo featured on event materials.

Bronze Sponsor(Investment: Rs. 1.00 Lac)

Benefits:

- Logo placement on event materials.
- Recognition during the event.
- Social media mentions.

Supporter/Contributor(Investment:Rs.50,000)

Benefits:

- Logo or name listed on event materials.
- Recognition during the event.