



WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES (WASME) COMPREHENSIVE REPORT

INTERNATIONAL WOMEN'S DAY 2024



EMPOWERING WOMEN THROUGH SPORTS AND ENTERPRISE: CELEBRATING WOMEN'S ACHIEVEMENTS ON INTERNATIONAL WOMEN'S DAY 2024

The World Association for Small and Medium Enterprises (WASME) in association with PIXPO Media, supported by MotoGP BHARAT, Agribid, Atheletic Drive, Seva, OSEL and Svayam hosted a momentous event titled "Empowering Women through Sports and Enterprise" at the WASME House in Noida, Uttar Pradesh, to commemorate International Women's Day 2024. The event aimed to celebrate the remarkable achievements of women in sports and entrepreneurship while highlighting the importance of gender equality and women's empowerment.

INAUGURAL SESSION

The inaugural session of the "Empowering Women through Sports and Enterprise" event commenced with a symbolic lamp lighting ceremony, signifying the illumination of pathways for women's progress and success in various spheres of life.



Dr. Sanjiv Layek, Executive Secretary of WASME, extended a warm welcome to all attendees, expressing gratitude for their participation in this significant event. He emphasized WASME's dedication to promoting gender equality and women's empowerment, particularly in the domains of sports and entrepreneurship.



Mr. Pushkar Srivastava, CEO of MotoGP Bharat, delivered an insightful keynote speech, focusing on the transformative role of sports in empowering women and fostering social change. He highlighted the need for greater investment and support for women athletes and entrepreneurs to create a more inclusive and equitable society.



The Chief Guest, Smt. Laxmi Singh, Commissioner of Police, Gautam Budh Nagar, addressed the

audience, emphasizing the importance of empowering women and creating opportunities for their advancement. She commended WASME for organizing such a meaningful event dedicated to celebrating women's achievements and contributions.



The event also featured esteemed Guests of Honour, including Ms. Anuradha Prasad, CEO of News24, Mr. Shantanu Gupta, Founder of Ramayana School (Partner, MotoGP Bharat), Dr. R.K. Bharti, Joint Director, MSME-DFO, Ministry of MSME, Govt. of India, Mr. Gebru Teklay, Third Secretary at the Embassy of Ethiopia, New Delhi, and Mr. Madan Mohit Bhardwaj, Founder of SheWings. Each guest shared valuable insights and perspectives on women's empowerment and the role of sports and entrepreneurship in driving societal change.



Overall, the inaugural session set the tone for the event, underscoring the importance of collaborative efforts to empower women and create a more inclusive and equitable world.

PANEL DISCUSSIONS

The event featured two engaging panel discussions focused on key issues related to women in sports and entrepreneurship:

Panel Discussion 1: "State of Women in Sports in India" Moderated by Ms. Meha Bhardwaj, Journalist, and TV Anchor, this panel brought together accomplished athletes, including Ms. Pritam Rani Siwach, Ms. Manjusha Kanwar, Ms. Ekta Bhyan, Ms. Enakshi Rajvanshi, and Ms. Simran Sharma. The panelists shared their personal experiences, challenges, and triumphs in the world of sports, highlighting the need for greater recognition and support for women athletes.



Panel Discussion 2: "Initiatives and Programmes supporting Women Sports Entrepreneurs" Moderated by Ms. Meenaxi Singh, Senior Manager at E & Y, this panel explored various initiatives and programs aimed at supporting women entrepreneurs in the sports industry. The panelists, including Dr. Neharika Yadav, Dr. R.K. Bharti, Mr. Vipul Chandra, Mr. Indranil Basu, Mr. Sachin Shetti, and Ms. Shivangi Jha, discussed innovative approaches to empowering women in sports entrepreneurship and overcoming existing barriers.



WASME FELICITATION CEREMONY FOR WOMEN ENTREPRENEURS

The event concluded with a special felicitation ceremony to honor ten exemplary women entrepreneurs for their outstanding contributions to society and the economy. The awardees, including Dr. Shashi Sharma, Ms. Pratima Kishore, Ms. Dwishojoyee Banerjee, Ms. Archana Singh Verma, Ar. Archana Anand, Ms. Poonam Pathak, Ms. Malvika Jain, Ms. Monika Sharma, Ms. Anita Ramrakhyani, and Ms. Prabha Gupta, were recognized for their resilience, innovation, and leadership in their respective fields.





CONCLUSION

The "Empowering Women through Sports and Enterprise" event served as a platform for meaningful discussions, networking, and collaboration, reaffirming WASME's commitment to promoting gender equality and women's empowerment. The insightful panel discussions, keynote speeches, and felicitation ceremony highlighted the remarkable achievements of women in sports and entrepreneurship while inspiring action towards creating a more inclusive and equitable society.



SUPPORTING PARTNERS



WORLD ASSOCIATION FOR SMALL AND MEDIUM ENTERPRISES

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