

Press Release

IIM Jammu in collaboration with NCW commences a programme for aspiring Women Entrepreneurs

20th June 2022, Jammu: Indian Institute of Management (IIM) Jammu, on behalf of the National Commission for Women (NCW), is conducting a “*Certificate Program in General Management for aspiring Women Entrepreneurs*” (CPGMAWE) from 18th June to 24th July 2022. The programme is aimed to fulfill the needs of aspiring women entrepreneurs who want to gain knowledge about introductory Business Management, which could enable them to start and run their Venture. IIM Jammu has designed, developed, and will be delivering this training program on behalf of the National Commission for Women (NCW) for potential women entrepreneurs on general management covering all the functional areas of business.

The inaugural ceremony for the program was held on 18th June 2022, with an inaugural address by Prof. B.S. Sahay, Director, IIM Jammu, Ms. Meeta Rajivlochan, Member Secretary, NCW, Shri A. Asholi Chalai, Joint Secretary, NCW, Dr. Pankaj Agarwal, Chairperson Executive Education, and Associate Professor, IIM Jammu, Dr. Prateek Jain, Co-Programme Director, CPGMAWE, and Associate Professor, IIM Jammu, and Dr. Parvathy B., Co-Programme Director, CPGMAWE and Assistant Professor, IIM Jammu.

The unique highlight of this programme is that it has been sponsored by National Commission for Women (NCW), and the programme has been designed and delivered in Hindi Language for aspiring women entrepreneurs belonging to tier 2 and tier 3 locations. A total of 1375 candidates had applied for this Program on the MyGov portal. After the shortlisting process by IIM Jammu, 125 candidates have been selected for the first batch. More batches are planned to be rolled out after this batch.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu, said, “Entrepreneurship has always been a gendered phenomenon, with a far lesser number of women choosing it as a road to empowerment. IIM Jammu has always been a pioneer in gender diversity, and we strongly believe that collaborations like these will change the status quo and unleash the untapped potential of women entrepreneurs.”

“In a knowledge economy, access to knowledge is crucial. Through this collaboration with the Indian Institute of Management (IIM) Jammu, the National Commission for Women (NCW) aims to facilitate such access to knowledge; to empower women entrepreneurs, and pave the way for a happy, balanced, and prosperous India,” says Ms. Meeta Rajivlochan, Member-Secretary, National Commission for Women (NCW).

The Program will run over a period of 6 weeks, thereby delivering 12 sessions totalling 36 hours of learning. The sessions of the Program will be delivered live via online mode by the IIM Jammu Faculty. The course includes lectures, discussions, entrepreneurship talks, and mentoring sessions with subject matter experts. The sessions will be delivered live by the IIM Jammu Faculty in real-time. The sessions will be conducted on Saturday and Sunday, with each session of 3 hours.

There will be periodic evaluations built-in throughout the duration of the Program for the individual modules. These may be in the form of a quiz, assignment, project, case studies, or other modes of objective/subjective assessments. The evaluations are designed to ensure continuous participant engagement through interactive learning and thereby encourage learning.

Participants who satisfy the specified criteria and meet the set-out performance in the periodic evaluation will be awarded a “*Certificate of Completion*”. If the participant doesn’t fulfill the above criteria, she can be given a “*Certificate of Participation*”. The NCW and IIM Jammu will jointly issue this Certificate.

IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy, and strong corporate as well as international linkages. IIM Jammu encourages contemporary research concentrating on regional, national, and global issues.

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Certificate Program in General Management for Aspiring Women Entrepreneurs

- Program delivery by IIM Jammu faculty
- 6 weeks Online Program in Hindi language
- 3 hrs sessions on Saturday & Sunday each

No Program Fees applicable

For more details, visit <https://innovateindia.mygov.in/aspiring-women-entrepreneurs/>