

More women take leap into entrepreneurship

Rupam Singh Gupta | TNN

Ahmedabad: A woman standing behind the counter of a sweetshop is unheard of in Haryana — the land of Jats. But this has not deterred Naina Kansal of Panipat who dreams of taking over her father's sweetshop to the next level as an entrepreneur. A blue belt in karate, Kansal, who plans to train women in the martial arts back home, is among a growing breed of women from across India who want to use their newfound freedom to start new ventures.

Many of them are hoping to realize their dreams in Gujarat — the unofficial entrepreneurship capital of the country. This has also led to more women joining the Entrepreneurship Development Institute of India (EDI) to hone their skills.

This year women's presence in the postgraduate diploma in management – busi-



Bhadresh Gajjar

Budding entrepreneurs at EDI

ness entrepreneurship (PGDM-BE) course has been considerable. Almost one fourth of this year's intake is made up of female go-getters. Coming from different states and diverse backgrounds, they are determined to be their own boss.

"Entrepreneurship is the answer to the frequent recessions. Women now want to be adventurous and are ready to face challenges. Unlike previ-

ous years, they now want to venture into manufacturing," says Sunil Shukla, chairperson and chief faculty, PGDM-BE.

Yet another example of the phenomenon is Ritu Kedia, a chemical engineer from Pune University. Her father is into aluminium sheet and utensil manufacturing, but she is clear about what her own set-up would be – a chemical manufacturing unit.