

## **REPORT ON THE PROGRAM ON ENTREPRENEURSHIP**

The program on entrepreneurship entitled “An Interactive session to understand how gender norms impact entrepreneurship” was held on the 29<sup>th</sup> of November, 2021 at 12:00 pm in the Seminar Room. The program was organized by the Deutsche Gesellschaft Fur Internationale Zusammenarbeit (GIZ) under the Her and Now Project in collaboration with the Students’ Cell of Lady Keane College.

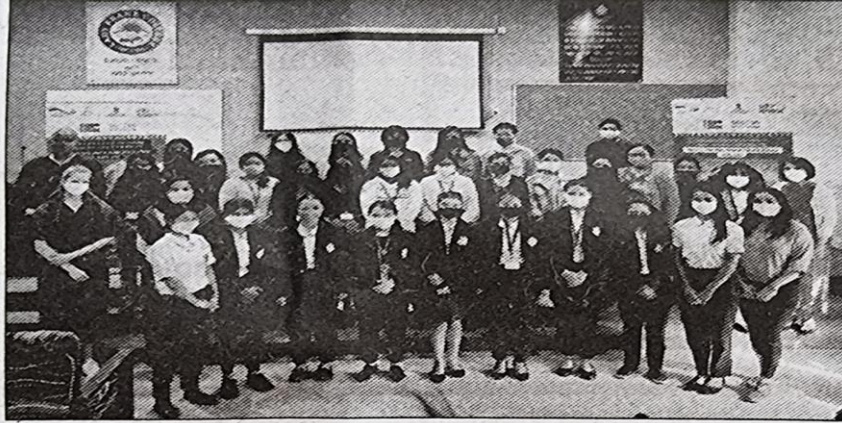
Her and now short film series is a project implemented by GIZ on behalf of the German Federal ministry for economic co operation and development in partnership with the Indian ministry of skill Development and entrepreneurship to improve the framework of conditions for women led enterprises in India. The project works with its partner ministry to create gender sensitive government support schemes, to provide needs based incubation and acceleration programs and to generate a mind set change in society, in order to benefit existing and aspiring women entrepreneurs.

Brahmaputra Valley Film festival was the screening partner for the Her and Now short film series. Brahmaputra Valley film festival is one of the leading film festivals of the NE and a pioneer in its field. It is an initiative for filmmakers and film lovers from within and outside the region to come together and celebrate different aspects of movie making.

The program was graced by the presence of three representatives of GIZ India namely

- a) Mr. Ullas Marar
- b) Ms. Neha Kanitkar
- c) Ms. Stephanie Mumenthaler

The short film “ B. Selvi and daughters” was screened at the program. The film tells a story about courage, perseverance and transformation. It depicted the challenges faced by women entrepreneurs in India and the ability of an individual to change the mindset of society. The screening was followed by an interactive session where the moderator Mrs. Deisakee P Warbah led an interesting and meaningful dialogue with participants on their personal experiences and the impact of the short film. Participants related to the experiences of B Selvi as women entrepreneurs are not taken seriously and women in India still have to depend on a male figure to represent them for any business. The short film was also an eye opener for the young participants who wish to set up their own businesses in the near future.



**Participants of an interactive session ‘To Understand How Gender Norms Impact Entrepreneurship’ at Lady Keane College’s Seminar Hall on Friday. The session, organised by Germany-based agency Deutsche Gesellschaft fur International Zusammenarbeit (GIZ) GmbH in partnership with the Brahmaputra Valley Film Festival and in collaboration with the Students’ Cell, Lady Keane College, included screening of a short film *B.Selvi and Daughters* of the GIZ.**



Implemented by  
**giz**



**HER & NOW**  
empowering women entrepreneurs



**TATVA CREATIONS**  
WE BRAND. YOU WIN

An interactive session to understand how gender norms impact entrepreneurship

**Watch the Her&Now Short Films with us!**

**B. SELVI & DAUGHTERS**

Date: 29/10/2021 | Time: 12:00 PM

**Venue:**

Lady Keane College, Secretariat Hills,  
Shillong, Meghalaya 793001

