

# EMERGING ENTREPRENEURS: A GENDERED PERSPECTIVE

A Webinar Held On  
**2nd June 2020**  
With



Ms. Arunajraje Patil, Film Director



Ms. Tripti Singhal Somani, CEO of  
KGS Advisors LLP

Moderated By-



Prof. (Col.) RK Dargan  
Advisor, ASCO



Dr. Gauri Chakraborty  
Joint Acting Head, ASCO



Amity School Of Communication (AUUP)

Amity School of Communication (ASCO) conducted a webinar on 2nd June 2020, on 'Entrepreneurs and Visionaries: Gender Narratives and Challenges'. The session was headed by guest speakers Ms. Arunaraje Patil, prominent film director, and editor, and Ms. Tripti Singhal Somani, CEO of KGS Advisors LLP. It was moderated by Dr. Gauri Chakraborty and Professor (Col.) RK Dargan of ASCO. To be an entrepreneur is to take the reins of your life and live by your terms. It gives financial independence, something which the women of a society like India's need. Women account for most of the workforce in the Indian economy but they are not given their due when it comes to money, which they deserve. Financial independence is a stepping stone towards equality, something the feminist movement advocates.

Thus, when talking about gendered narratives of economic equality, who better than the aforementioned guest lecturers. Ms. Arunaraje Patil is a filmmaker but she is also a strong voice of female liberation may it be social or sexual which she narrates through her films like *Rihaee* (1988) or *Firebrand* (2019). Talking about entrepreneurship, she gave examples from her life, which has also been written about in her autobiography,

'Freedom: My Story'.

Charging the atmosphere of the webinar, she talked about how she got stuck while filming her first solo project but when the money came through, *Rihaee* was considered as one of the finest films of the year. Ms. Somani, who calls herself an entrepreneur coach, took the discussion forward and added to it how one can make use of government schemes and funds to build a successful business.

Being the founder of organizations like *Wommenovator*, *Incupedia*, *Stem Ed Kids*, etc., she is well versed with the corporate world and has truly made a mark for herself in a field mostly dominated by men. She encouraged the faculty and the students to take up challenges and not be afraid to take risks to build a career.

Moderating the event, both Dr. Gauri Chakraborty and Professor (Col.) RK Dargan gave valuable inputs and made the seminar more riveting. The students and the faculty were both impressed and encouraged by the seminar as it educated them about the trials of an entrepreneurial lifestyle. From the department of ASCO, we thank Ms. Arunaraje Patil and Ms. Tripti Singhal Somani for being our guest speakers and inspiring the attendees of the seminar with their wisdom.

