

21 Sep 2022 | Gwalior

CAREER COUNSELLING SESSION FOR HOMEMAKERS (PROMOTION OF WORK FOR HOUSEWIVES) SPONSORED BY NATIONAL COMMISSION FOR WOMEN



One day career counselling session for homemakers (promotion of work for housewives) sponsored by National Commission for Women (NCW), was conducted by Amity Business School, Amity University Madhya Pradesh on 21st September 2022. The event conducted at C Block, Seminar Hall, AUMP in the presence of Honourable Vice Chancellor and Dy Pro Vice Chancellor of AUMP. Dr. Sudarshana Sharma and Dr. Abhilasha Dixit were the convenors of the career counselling session. There were 52 women as a participant.

The objective of the NCW is to represent the rights of Women in India and to provide a voice for their issues and concerns. This one-day career counselling session conducted under the flagship of National Commission for Women i.e., 2nd inning movement for women; promotion of work for homemakers. The objectives of conducting this career counselling session were as follows-

- To inform all homemakers regarding various loan schemes, and small-scale business.
- To provide information regarding self-employment, various online and offline platforms to learn and earn money.

- To provide soft skills training.
- To inform participants about various career opportunities based on the market need.

The session was graced by the presence of Honourable VC Sir, Lt. Gen. V.K.Sharma and Dy Pro VC Sir, Prof. Dr. Anil Vashisht. The event started with the blessings of Goddess Maa Saraswati and lightening of the lamp by Honourable VC Sir. Ms. Kirti Diseja, thanked National Commission for Women for their support in conducting the workshop.

Session 1

The first speaker was Honourable Vice Chancellor of Amity University Madhya Pradesh- Lt. Gen. V.K. Sharma Sir served the Indian army for almost 40 years and retired from the second highest rank of Lt. Gen, a three star and a Flag rank of the army. He has also been an instructor at Institute of Armament Technology, Pune. He is the founder vice chancellor of Amity University Madhya Pradesh, Gwalior.

Lt. Gen. V.K. Sharma Sir talked about Job/Business opportunities for women. He explained about various schemes that would help women in the same. He started the session with the basic information regarding various government steps taken to develop the child and women. He covered all Anganvadi Seva Yojana at first. Thereafter he also addressed various ways to earn money from home. He talked about various micro and small business to start from home i.e., sewing, knitting, baking, day-care and tiffin services etc. He also explained the importance of women being independent in today's era. The women interacted with sir and asked about the queries they had and felt satisfactory after the session.

There after participants went for high tea break for 15 minutes.

Session 2

From session 2 onwards, Ms. Poorvi Jain carried on the further addressing with motivational quotes and valuable encouragement and then introduced and welcomed the second resource person Mr. Ashwini Kumar Sharma, District coordinator centre for entrepreneurship development Madhya Pradesh -CEDMAP. He enlightened the participants with the various small scale business opportunities like Istri shakti yojna , Udyogini yojna and Mudra yojna etc. He explained how financial dependency act as a hindrance and therefore Central Government of India has start up certain short duration courses. He high-lighted the scope of small-scale industry in the field of handmade products, paper bags, paper glasses etc. Moreover, he made a point that pre market survey is must to decide respective industry or product to indulge with. The session was very interactive and the resource person also shared his contact number with participants to address their future queries.

Participants proceeded for lunch after the session.

Session 3

This session was carried by Dr. Shaleen Sharma, Assistant director, Department of Women and Child Development, Madhya Pradesh. He talked about various loan schemes to avail various small scale business opportunities like MP Rojgar Yojna EDP polices. He covered business loans, marriage loans and home loans. He also mentioned that micro scale business start-ups and MSMEs contribute to about 40% of the total GDP of India, and it stands as a

major source of employment. He covered Mudra Loan for Women, Annapurna Scheme, Stree Shakti Yojana, Dena Shakti Scheme, Bhartiya Mahila Bank Business Loan, Mahila Udyam Nidhi Yojana, Orient Mahila Vikas Yojana Scheme, Cent Kalyani Scheme and Udyogini Scheme for business loans. He also provided check list for all documents needed for loan application. He also discussed few private loan schemes available in the market. He also covered various work from opportunities for housewives i.e., Virtual Assistant, E-commerce Store, start a Blog, Drop shipping, Catering Services, Party Services, Day care Services, Yoga Training, Online Consultancy, Handmade Items and T-Shirt Printing Business.

Session 4

The last session was taken up by Dr Abhilasha Dixit, Assistant Professor at Amity University Madhya Pradesh. Her main highlights were on the topic “Soft Skills” and how these skills make it easier to form relationships with customers and lead teams, which has become a must in this competitive era of business. She also quoted “every job requires positive human interaction to provide services, soft skills are valuable across all industries, by facilitating effective communication, soft skills foster creative problem-solving and build a sense of professional camaraderie, which consequently increases productivity furthermore, these attributes and personality traits helps employees to interact with others and succeed in the workplace.

At the end, the closing remarks were mentioned by Dr Sudarshana Sharma, Assistant Professor, Amity University Madhya Pradesh, addressing all the participants with thanks giving and inspirational quotes. The document folder, one study material, leaf folder, writing pad and pen were distributed to all the participants.



