



Stree  Shakti

ENABLING  
WOMEN ENTREPRENEURSHIP  
WORKSHOP & AWARDS

2009

## **TiE launches Stree Shakti (TSS) to empower women entrepreneurs across India**

**Mumbai, 9 March, 2009:** The Indus Entrepreneurs (TiE), the world's largest non-profit network of entrepreneurs and professionals dedicated to the advancement of entrepreneurship, announced today the launch of India's first Women Entrepreneurship platform - **TiE Stree Shakti (TSS)**.

A GEM study conducted by TiE, revealed that 90% of women at the grassroots level need help in Training & Education to improve their business skills. 78% of them were keen to re-start their business again but need encouragement and support from family and other like minded women. To plug this gap, TiE Stree Shakti (TSS) was conceptualized to reach out to these women who run micro, medium and large-scale enterprises across manufacturing, services and social sectors.

TSS is spearheaded by a power panel of accomplished and successful women – Anita Ramchandran – Cerebrus, Bharti Jacob - Partner Seed Fund, Chanda Kocchar – ICICI Bank, Farzana Haque – TCS, Gita Dang –Talent Advisory Services, Ireena Vittal – McKinsey, Rama Bijapurkar – Market Strategist & Author and Shikha Sharma – ICICI Prudential Insurance. Also on the panel are TiE members and successful entrepreneurs in their own right, namely, Shilpi Kapoor, Purvi Sheth and TiE Mumbai President Sridar Iyengar.

The TSS Power Panel believes, "We are seeing the emergence of women entrepreneurs in small towns as well as in cities, and many of them have the acumen, fortitude and will to see their businesses succeed and achieve their potential. Active mentoring as well as support and encouragement from their peers will help these entrepreneurs scale their businesses and learn from each other, and that is the catalyst that TiE Stree Shakti endeavours to be."

The next 2-3 months will witness TiE chapters across India reaching out to these women entrepreneurs by holding knowledge and training sessions in over 15 cities. Some of these women entrepreneurs will also be encouraged to send in their applications for the Stree Shakti Awards & Workshop Program in June 2009. The TSS Awards Jury comprises a group of lauded entrepreneurs and professionals, namely, Shikha Sharma, Ireena Vittal, Bharti Jacob, Meena Ganesh, Vijay Mahajan, Sanjeev Bikhchandani and Sridar Iyengar.



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TiE President, **Sridar Iyengar** stated, "Without doubt, this is the first time ever that a large scale program of this nature has been attempted by any industry body. It is also an attempt to give shape to women entrepreneur's dreams through mentoring, networking and sharing."

Studies have proved that women are the hidden wealth creators in our society. TSS reflects and recognizes the immense contribution by these women entrepreneurs to self, family and society. A study conducted by Ernst & Young titled '**Groundbreakers**', observes, "At a time when our global economy is facing its greatest challenge in decades, we have to capitalize on the contributions women can make. While many corporations and governments have for years been making efforts to tap the hidden potential of women — and many have launched laudable initiatives to do so — now is the time to accelerate those efforts. It's time to place renewed emphasis on women as a resource to move businesses and economies ahead. The learning that comes from a crisis is a terrible thing to waste."

As a pan-India initiative, the program aims to connect women from different socio-economic strata and educational backgrounds, to recognize, award and enable women. It also recognizes the growing role of women in the Indian entrepreneurial eco-system. The theme will be celebratory - "**Inspiring Women Entrepreneurs in India**". Dedicated to the advancement of entrepreneurship, TSS is a forum for women entrepreneurs to create trust-based partnerships through active networking.

#### **About TiE:**

First known as The Indus Entrepreneurs, TiE was founded in Silicon Valley in 1992 by successful entrepreneurs and professionals with roots in the Indus region, it is also known as Talent Ideas and Enterprise.

With 53 chapters across 12 countries (13 in India), 1,800 Charter Members and 12,000+ Associate Members worldwide, TiE offers a rich resource pool to an entrepreneur. TiE Mumbai, one of the vibrant chapters in the TiE global network, delivers the charter of Fostering Entrepreneurship and wealth creation, through a triple A-program: Advocacy, Awareness and Assistance.

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