

**REVA UNIVERSITY**  
**SCHOOL OF MANAGEMENT STUDIES**  
**EVENT REPORT - Paper writing competition**  
**DAY -1 ORINATION**

**Topic: “Best practices for Women-led Household Businesses”**



Guest Lecture by Ms.Kshama Ranjan on the Topic: **“Best practices for Women-led Household Businesses”** was organized on 22.02.2024 in CK Prahalad Seminar Hall, REVA University for the Students of School of Management Studies.

The purpose of this event was to provide knowledge about the best practices for women-led household business and how business done by woman can contribute in India’s economy.

**Profile of the Resource Person**



Kshama Rangan is the Founder & Director of Kshamata Innovation Foundation (KIF), a Bangalore based NGO that aims to make a lasting and effective change through research-driven innovative programs in women empowerment, capacity building, youth development sustainability, rural development, and inclusive community growth. Kshama is an Entrepreneur working towards enabling Women Leadership & Empowerment through KIF's flagship women entrepreneurship program, STREE (She Transforms Routine to Equitable Entrepreneurship). STREE focuses on helping ordinary household women identify their talent or strength; help them nurture and develop them to become effective contributors to their families. Through this program Kshama aims to strengthen women entrepreneurship by enabling homemakers and the like to contribute to their family incomes and become financially independent. STREE is a proud family of over 300 women today. Kshama is a Skill Development Specialist with experience in outcome-based programs for Industry, Government & Academic Institutions. Through KIF, she aims to address Skills Mismatch and Unemployment by providing fresh skilling, re-skilling and up-skilling opportunities through skill development and livelihood-based workshops, campaigns, and competitive programs in IT, Entrepreneurship, Environment, Life Skills, and other vocational trainings for career enhancement for people of all abilities

She also has a big interest in rural empowerment through STEM learning and Digital Transformation. Through KIF, she has implemented projects that translate textbook learning material and create animated content to enable online learning in regional languages like Kannada, Tamil, Telugu, etc for Government School students. This helped provide better learning outcomes for students and addressed the challenges faced by education instructors to pivot their learning content online during the Covid-19 pandemic. Kshama is a Mentor and Public Speaker on Demand Skilling, Women Leadership and Robotics. And has over 18 years of Industry experience as an IT Professional. Under her capable leadership, KIF continues to work towards creating an ecosystem that brings together subject matter experts, mentors, advisors, industrialists, and Government to enable collaborative social, environmental, and economic change.

### **Details of the Event:**

The session witnessed the true deliberation by the Guest Ms. Kshama Rangan. The Guest highlighted and shared her insights how she started with the Stree and what was her goal and motive behind this startup .

Ms. Kshama Ma'am started her speech by asking few questions to the students where she has given some situations and where students have to answer them whether a man or a woman is suitable for that particular situation. After listening to the answers from the students she told the facts that huge car companies and space companies in India are led by women and how well they are doing their job in these sectors. Then she gave few examples that how women have early started the small business and how that small business have grown to a huge brand.

She also introduced her organisation STREE which was started in 2021. Started with STREE Foundation with a purpose of generating employment for women by training them in a particular vertical and providing them with the employment options. This has helped many women to earn their livelihood and helped them earn their self respect and self confidence and helped them to become financially independent Till now they have trained over 300 women to be skilful in different Verticals like clothing and appliances, food industry, beauty, baby care and new mother care, retail, environment, automobile, and health and well-being.

The lecture was received with admiration by the students. The event ended with a question answer round followed by a vote of thanks.

## Geo-Tag Program photos.

