DAY ONE: TECHNOLOGY TRACK
February 20, 2020 (Thursday)

9:30 AM – 10:15 AM
Registration

10:15 AM – 10:40 AM
Chairman’s Address
Dr Annurag Batra, Chairman & Editor-in-Chief, BW Businessworld & exchange4media Group

10:40 AM – 11:20 AM
Rise of The Indian Women-preneur – The Incomplete Picture
While Indian women entrepreneurs are making their mark, data suggests that only 8-10% of new fields like tech entrepreneurs in India are women – what is keeping women leaders behind?

Kanika Tekriwal, Co-Founder & CEO, Jetsetgo Aviation Services
Niti Batra, Co-Founder & Director, Joy Travels
Ntasha B, Co-Founder, Venture Gurukool

Session Chair: Noor Fathima Warsia, Group Editor, BW Businessworld

11:25 AM – 12:05 PM
Growing The Indian Tech Women-preneurs
What is the kind of support system required for women — whether at home, at work by the government or related bodies — to enable a successful entrepreneurship journey?

Parbati Bhattacharya, Director, Wanderers Footprints
Rashi Narang, Founder, Heads Up for Tails
Sanjeeva Shivesh, Founder and CEO, The Entrepreneurship School
Shanu Mehta, Co-Founder, MMC Convert

Session Chair: Ruby Sinha, MD, Kommune Brand Communications

12:10 PM – 12:45 PM
Wonder Women in Tech: The Doers
What comprises the trend setters, the game changers, the women who set the rules in what is considered a man’s domain

Lathika Regunathan, CEO, Mimo Technologies
Minal Anand, Founder & CEO, GuruQ
Dr. Priyanka Mokshmar, Chairman & MD, Vaayu Home Appliances
Shweta Sharma, Founder & Director, TedShark Labs
Sukirti Gupta, Co-Founder, Sipping Thoughts

Session Chair: Divya Lal, Managing Director, Fliplearn Education

12:45 PM – 1:00 PM
Group Networking

1:00 PM – 2:00 PM
Enterprising Lunch
2:00 PM – 2:40 PM
Making Marketing Work For Tech Entrepreneurs
Marketing for tech companies per se is a challenge. What are a few things to bear in mind when one is a tech women entrepreneur or technology is at the centre of their offer?
Aruna Jathar, Director, Marketing & Operations, RCI
Deepa Sayal, CEO & Co-Founder, ADG Online Solution
Deepshikha Vasishta, Global Marketing Director, Castrol
Jasleeen Kaur Gumber, Head - Marketing, Benetton Group India, Myanmar
Session Chair: Vani Gupta Dandia, Founder, CherryPeachPlum

2:45 PM – 3:20 PM
The Role of Rural in Successful Entrepreneurship
Leveraging rural India can be a make or break for entrepreneurs especially given the vast opportunity that lies in this market that at times can be tough to crack
Seema Prem, Co-Founder, FIA Global
Soumya Dabriwal, Founder, Project Bala
Sakshi Talwar, Co-Founder, Rugs & Beyond
Petal Chandhok, Partner, Trust Legal
Preksha Mukharya, Founder, Outline India
Session Chair: Ruhail Amin, Sr Editor, BW Businessworld

3:25 PM - 4:10 PM
Advice for 2020s: What Entrepreneurs Should Remember
What are some of the trends that will define the decade ahead and what are some pointers that entrepreneurs must remember, especially from decoding technology viewpoint
Aanchal Arora, Founder & Director, 1702 Digital
Divya Gupta, Co-Founder, Momzjoy
Gauri Sarin, Founder, Bhumijaa - For Organic Agripreneurs
Guneeta Singh Bhalla, Founder, The 1947 Partition Archive
Jaya Vaidhyanathan, CEO, BCT Digital
Mithi Kalra, Founder & Chief Design Officer, Label Mithi Kalra
Session Chair: Diksha Anand, CEO, WePersonalize

4:15 PM – 4:50 PM
Note To Self: What I Will Do Different In The Year Ahead
A session dedicated to women entrepreneurs on some of the experiences of the past & lessons learnt
Alina K. Adomaityte, Founder & CEO, Innoera Group & Innoera Global
Deepanjali Kanoria, Founder & CEO, Heyday Care
Khyati Minglani, Founder & Proprietor, Trailblazers PR
Roma Priya, Founder, Burgeon
Varuna Anand, Sole Proprietor, The Splendor of Kashmir
Vasavdatta Gandhi, Director, Millennium Herbal Care
Session Chair: Tej Kapoor, Co-Executive President, Fosun RZ Capital (India & Africa)
DAY TWO AGENDA CHANGE-PRENEURS TRACK
February 21, 2020 (Friday)

9:45 AM – 10:45 AM
Registration

10:50 AM – 11:30 AM
Generation Equality: What #EachForEqual Means For Women Change-preneurs
A look into the entrepreneurship spirit that women have capitalised on over the years, and how this spirit has only become more aggressive as women drive change
Darakhshan Husain, Co-Founder & COO, Glam Studios
Mrinal Sharma, Founder, Babas Beans
Garima Pande, Co-Founder & Director, WanderingJane
Session Chair: Vinesh Menon, CEO – Education, Consulting & Selling

11:35 AM – 12:10 PM
Girls’ Club: New Ways of Business Networking
How can women entrepreneurs create, participate, grow & make networking work for their businesses?
Amrita Sirohi, Co-Founder, INDwealth
Arushi Verma, Co-Founder, Fitpass
Jacqueline Kapur, Co-Founder & President, Ayesha Accessories
Malika Sadani, Founder & CEO, The Moms Co.
Naiyya Saggi, Founder & CEO, BabyChakra
Sadiya Naseem, Founder, GlamStudio
Session Chair: Stuti Jalan, Founder & Managing Director, Crosshairs Communication

12:15 AM – 1:00 PM
Accessing & Making Funding Work
In some manner, it is crunch time for funding in the startup ecosystem. What are challenges faced? What do founders believe investors are looking for? What are some of the funds specifically available for newer players and how can these pools be accessed?
Aditi Shrivastava, Co-Founder, Pocket Aces
Ayushi Gudwani, Founder & CEO, FableStreet
Ishita Sudha Yashvi, Co-Founder, Cross Border Kitchens
Mallika Bajaj, Founder Director & CMO, Little Yellow Beetle Media
Nancy Bhasin, Founder, This For That
Shradha Sud, Founder, Mamacouture
Vijaya Eastwood, Founder & CEO, CribLife Lifestyle
Session Chair: Sonia Kulkarni, Managing Partner, Hunk Golden

1:00 PM - 2:00 PM
Enterprising Lunch
2:00 PM – 2:40 PM
**Calling On The Marketing Assistance**
Marketing is a critical component even for startups that are in social, arts or similar domains but not all entrepreneurs are able to leverage it yet
- Anoushka Adya, Founder & Partner, Lajja Foundation
- Rakhee Mehta, Wellness Architect & Founder, Magicrise
- Saumya Singh Rathore, Co-Founder, WinZO Games
- Shabnam Panjwani, EVP, Marketing & Communications, Edelweiss Financial Services
- Shabnam Panjwani, EVP, Marketing & Communications, Edelweiss Financial Services
- Tanvi Malik, Co-Founder, FabAlley & Indya

**Session Chair:** Noor Fathima Warsia, Group Editor, BW Businessworld

2:45 PM – 3:15 PM
**The Right Balance: Being A Chief ‘Everything’ Officer**
Women entrepreneurs in India continue to face a situation of excelling both at home & at work. A ‘co-opt’ model is needed but how can it be achieved?
- Jyoti Khetarpal, Entrepreneur-in-Chief (Founder), Brisk Check Solutions
- Mansi Gupta, CEO & Founder, Tjori
- Neena Dasgupta, CEO & Director, Zirca Digital
- Shivani Poddar, Co-Founder, FabAlley & Indya
- Shubha Lal, Co-Founder & COO, Your-Space

**Session Chair:** Dr. Bhuvan Lall, Award-Winning Filmmaker, Int’l Entrepreneur, Motivational Speaker & Author

3:20 PM – 4:00 PM
**Training The New Gen of Women Entrepreneurs**
New generations of entrepreneurs are gearing up for the 2020s. What are lessons from the past & points for the future that industry experts have for women entrepreneurs?
- Anika Parashar, CEO, RiverRock Ventures
- Ashtar Tashi, Founder, Ashtar Tashi
- Devapriya Khanna, Founder & CEO, 212 Degree
- Dr. Malini Saba, Founder & Chairman, Saba Group Holdings
- Radhika Shapoorjee, Founder & CEO, Mediation Mantras
- Savitaraj Hiremath, Director, Tandav Film Entertainment

**Session Chair:** Sonal Jindal, Managing Partner, Medusa Source

4:00 PM – 4:25 PM
**Networking Break**

4:25 PM – 5:00 PM
**The New Niches: Newer Areas of Focus**
What are some of sunshine industry sectors that entrepreneurs can explore in their journey to expand or even begin new ventures?
- Iti Tyagi, Founder, Craft Village by Zephyr
- Megha More, Co-Founder, Truweight Wellness
- Meghna Suryakumar, Founder & CEO, Crediwatch
- Saachi Bahl, Founder, Saahra
- Tamanna Dhiami, Co-Founder, Convosight & Baby Destination
- Tanul Mishra, CEO, Afthonia Lab

**Co-Session Chairs:** Veena Gupta, Founder & President, Seam Global Consulting, Singapore, India, SE ASIA & Ila Longani
5:05 PM - 5:35 PM
Entrepreneurship 101
A session not only for beginners but also as a cross check of ensuring an enterprise has followed the best practices to be future ready
Aman Abbas, Co-Founder, Commwiser
Kriti Sharma, Senior Commercial Lawyer
Ritu Kochhar, Head - Human Resources, Perfetti Van Melle India
Seema Jhingan, Partner, Lexcounsel
Sushma Gaikwad, Director, Ice Global & Wizcraft MIME
Session Chair: Reema Sanghavi, Managing Director, Maximus Mice & Media Solutions

5:40 PM – 6:00 PM
Five Tips For Entrepreneurship Success
Inayat Bhutani, Co-Founder, Happy Mimosa

6.00 PM – 6.20 PM
Gearing Up For A New Decade Of Women Entrepreneurs
Mahendra Swarup, Founder & Chief Mentor, Venture Gurukool

6:20 PM – 6.45 PM
Special Session
Atishi Marlena Singh, Politician, Educator, Political Activist & MLA
Political Affairs Committee, Aam Aadmi Party

6:50 PM – 7.10 PM
Special Session
Monisha Advani, Partner, Emmay Entertainment and Motion Pictures
Madhu Bhojwani, Partner, Emmay Entertainment and Motion Pictures

7:15 PM – 7.40 PM
Special Address
R Ramanan, Mission Director, Atal Innovation Mission, Additional Secretary, NITI Aayog, Government of India*

7:45 PM – 8.15 PM
BW Businessworld & BW Disrupt Women Entrepreneurship Awards Ceremony

8.15 PM Onwards: Women Changepreneurs Celebratory Dinner