

## *Tally celebrates the growth and resilience of women entrepreneurs, this International Women's Entrepreneurship Day*

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On the occasion of International Women's Entrepreneurship Day, Tally Solutions hosted an event to celebrate the remarkable achievements of **#WomenMakingWaves** through their resilience and hard work in the business community. The event witnessed a panel discussion on issues that hinder the growth of women entrepreneurs and thoughts on how a better support network can be created for them. This was followed by the felicitation of 5 women entrepreneurs for their dedication to building brands.

The panel discussion, which was moderated by Jayati Singh, Chief Marketing Officer, Tally Solutions was attended by leaders and entrepreneurs from across industries and included Ms. Garima Mishra (SVP & Country Head, Human Resource Relationship Management, DBS Bank India), Ms. Rituparna Chakraborty (Co-Founder & Executive Director TeamLease Services Limited), Ms. Nisha Srikanth (Founder, Sri Kolhapuri, The Doll Factory), Ms. Chaya Gandhi, State President of Karnataka Start-ups Forum Bharat and Member, FKCCI Chamber of Commerce and Mr. Rashid ul Kareem (Global Head Talent Acquisition, PayU).

The discussion dived deeper into the issues faced by women entrepreneurs in India and the key measures required to increase the participation of women leaders in the business ecosystem. Lack of education, access to finance, lack of support system, and stiff competition were presented as some of the key challenges faced by women entrepreneurs in our country. The panel also impressed upon the need to help women leaders in financial literacy, technology literacy, and adoption and access to mentoring platforms, along with a focus on their overall mental well-being. The panellists also encouraged women entrepreneurs to find the right promoters and network with like-minded people to enhance business growth and pressed upon the importance of conviction with clarity that will lead them to the path of success.

According to industry reports, by the year 2030, India's working population is expected to surpass 1 billion number, and out of this, over 400 million women's economic potential may be left unaddressed if right kind of interventions is not taken now. According to industry estimates, currently, there are an estimated 15 million women-controlled enterprises that are creating direct employment for over 22 million people in India,

and this is just the beginning of good times. With timely interventions, women entrepreneurs can play a strong role in driving our countries \$5 trillion economic agenda.

First, in the series, the event was held in Bangalore and witnessed Women Entrepreneurs from across South and West Zone being recognized. Ms. Smrithi S, Founder, Shika Creations, Coimbatore, Ms. Manjusha Prajithlal, Managing Director, Accurate Institute of Medical coding, Kozhikode, Ms. Shirisha Udatewar, Founder, Crater, Bangalore, Ms. Sonal Khurana, Founder and educator, Learning Curve, Surat and Ms. Darshita Chheda, Founder / Director, Be U Lifestyle, Mumbai were felicitated at the event.

The second event in the series would be held in Delhi on 23<sup>rd</sup> November 2022 and will recognize the efforts of Women Entrepreneurs from the North and East zone.

### **About Tally Solutions**

Tally Solutions Pvt Ltd is a pioneer in the business software products industry. Since its inception in 1986, Tally's simple yet powerful products have been revolutionizing the way businesses run. Having delivered path-breaking technology consistently for more than 3 decades, Tally symbolizes unmatched innovation and leadership. With over 2 million customer licenses activated worldwide, it caters to more than 7 million users across industries in over 100 countries. The brand has one of the largest partner ecosystems in the country with more than 28,000 partners associated with the company directly to provide a seamless and delightful customer experience.