

Women Empowered Entrepreneurship Event



On Wednesday September 26 over 150 men and women gathered under the clear glass dome of The Bright Courtyard Club in Baker Street for the Women Empowered (WE) Entrepreneurship event.

The Panellists, Sally Overhead of Mojomums, Kiran Sharma, Managing Director of KIKIT Ltd and Manager to singer Prince, Anjali Pathak, Brand Ambassador Culinary Development Patak's Foods, Chef & Food Writer and Rupinder Virdee Director of Revolution Creative Agency shared their journeys on how they started and grew successful businesses.

Alpesh Patel Co-author, 'Our Turn: The ultimate start-up guide for female entrepreneurs' and founder of Praefinium Partners spoke passionately about the need for more women entrepreneurs saying that they were needed to save the world. He stressed that they were needed to be key decision makers and influencers so that they not only contributed to the world economically but could then make strides in ensuring social justice was carried out.

Reena Ranger, chairwoman and co-founder of WE, said that the organization thought that the traditional definition of entrepreneur had evolved and now with the boom of mumpreneurs (that mother

who starts a business so that she can combine working with looking after her children or just a mum in business) the entrepreneurial landscape had changed.

Finding a work and family balance is not easy and with the holidays children are given off school combined with the state of the economy, many women are finding the best way to solve their employment needs is to start their own enterprises and create employment for themselves and others. Women are turning their hobbies into income streams or are taking their formal job training one step further and starting up their own businesses. It is said that women are natural born entrepreneurs, naturally tuned to communicate, build relationships, are arguably more creative and multi tasking is the norm and this event was to showcase and highlight these attributes and encourage women who wanted to take that next step.

Mona Remtulla, co-founder of WE, introduced the panel as diverse and was sure that those present who had wanted to find their special something would, with the words and wisdom of the panellists, be encouraged and empowered to take that next step. She also thanked two entrepreneurs for their contribution to the event: Reshma of CRR Photography for

the pictures the world would see and Sophia Wasu of the Egg Free Cake Box and praised the sponsor for the event, Hassanain Remtulla of Desynz for their generosity which enabled the event to take place and proliferated WE's message of empowerment.

She went on to introduce each panel member highlighting the inspiration each provided. Anjali Pathak, a third generation female entrepreneur from the famous high quality authentic Indian "Patak" food family encouraged the audience to "discover" that a skill that one perhaps took for granted could actually be the key to your next step as Anjali's grandmother did when she came to the UK in the late 1950's. Sally Overhead, a mother of five children, all under seven years old, and an entrepreneur with two companies one of which is dedicated to helping mothers back into work. She explained that she had tried to get the right work/family balance and had managed to achieve success in both family and business life while at the same time approached the discussion of social entrepreneurship. She spoke of Kiran Sharma whose story started with posters on her walls of the greatest music legends and she now manages one of them, Prince. The final panellist was Rupinder Virdee, a working mother who

found a complimentary niche to call her own and set up a PR and marketing agency.

Sally Overhead urged those thinking of doing something to "just go for it" as waiting for the right time or right thing might mean that you would always be waiting.

Anjali reassured those listening that a fear of failure was acceptable and it was okay to fail sometimes and that one should look at failure as a dress rehearsal for success.

Kiran urged people to do one thing everyday towards their goal and in a month that would become 30 things that would have been done and that would be progress towards success.

Rupinder advised the attendees to take an idea, plan it and then really go for it.

Women empowered had collaborated with TIE UK, a forum for entrepreneurs, as their mentoring partners and Deepali Nangia the mumpreneur of Empower who provided career and business support to working mums.

The evening ended with those who attended browsing through the stalls that were being championed by WE all of which were started up by women entrepreneurs.