

Narendra Modi to share entrepreneurial insights with women trade and industry leaders at FLO Annual Session

NEW DELHI, April 4, 2013: Mr. Narendra Modi, Chief Minister of Gujarat, will share his entrepreneurial acumen with women entrepreneurs to enable them unleash their animal spirits at the **29th Annual Session of the FICCI Ladies Organisation (FLO)** on **April 8, 2013**.

The theme of the annual session is ***'Unleash the Entrepreneur Within: Exploring New Avenues'***. Mr. Modi's deft governance and his ability to attract top business houses in the state would be in full view at a time when it is imperative to achieve a faster pace of growth rate.

The need of the hour is to tap and converge the powerhouse that women are, by bringing them into the mainstream. "The key is innovation, inclusiveness, implementation and action, thereby honing the entrepreneurial spirit within. It is also important to explore new avenues and analyze the extent to which the structure of economic opportunities, generated by a country's growth strategies, translated into positive impacts on women's lives in our country," said **Ms. Kavitha Varadaraj, President, FLO**.

Mr. Modi's address to an industry organization is the first after he returned to power in Gujarat with a resounding victory at the hustings.

Said, Ms. Varadaraj, "21st century is the century for change. This century has seen women create a berth for themselves in the moving constellation – and being placed in a position they have carved for themselves. They are literally on the move. They are paying heed to their inner voice. This change is synonymous with the shifting role of women in the society and economy around the globe."

Besides Mr. Modi, the other speakers at the annual session are **Mr. Sidharth Birla**, Vice President, FICCI and **Ms. Malvika Rai**, President-elect, FLO.

A FLO-UNESCAP multi-country study reveals that women entrepreneurs today face lack of finance, shortage of raw materials, cut-throat competition, lack of technical know-how and education, non-cooperation from family and other issues such as mobility constraints, dual responsibility, low managing ability and risk-bearing ability.

FICCI Ladies Organisation (FLO) plays a significant role in actively empowering women from all walks of life and also promoting entrepreneurship and professional excellence since its inception in 1983.
