

Public Relations Office  
Jamia Millia Islamia

March 17, 2023

Press Release

### **SheFiesta fest at JMI on the occasion of International Women's Day**

Enactus Jamia Millia Islamia (JMI) in collaboration with the Centre for Innovation and Entrepreneurship, JMI conducted an academia-based fest titled SheFiesta on 14th March 2023 with the aim of "Celebrating Womanhood" on the occasion of International Women's Day. Providing an intellectual and fun-packed stage, the one-day extravaganza hosted a plethora of diverse competitions and activities, which created an insightful networking session between prominent women entrepreneurs, students from JMI & other universities.

The Chief Guest for the inaugural Ceremony was Prof. Mini Shaji Thomas, Dean, Faculty of Engineering and Technology, JMI. The day began with addresses by all the prominent personalities on the dais followed by felicitation of all leading women entrepreneurs in attendance along with the partner community of Enactus JMI who work at the Each One Feed One's livelihood center. The much awaited product, a one of a kind reusable Panty Liners under flagship project, Project Shrimati was launched with much fanfare.

A panel discussion, based on the multiple facets of women in entrepreneurship was conducted at the event, which included a diversified group of women executives. The panelists attending the session were, Rani Parihar (MD of Axzora Group), Khansa Fahad (Co-Founder and COO of Gurucool), Meghna Joshi (Founder of SWAN), Azfar Khan (CA and Content Creator), and Sana Sharif (Founder of the Beginning Foundation).

Further, a manifold of competitions themed around Celebrating Womanhood was organized under the one-day event. Shefiesta brought together brilliant participants from all over India for contests including a B-

Plan competition, BizzNeeti; an open mic competition, Bayaan; a case study competition; Tabdeeli; a photography competition; SheTog; a roundtable debate competition, Litwit throwdown, and an online literary competition; Sareer E Khama. Each competition was judged by a jury of specialized professionals in the specified fields.

The Managing Director of Axzora Group, Rani Parihaar, addressed the audience as the Chief Guest for the Valedictory Ceremony. The jury members, along with the organization's faculty advisor, Prof. Arshad Noor Siddique, felicitated the winners of the aforementioned competitions. The announcement of the organization's first-ever Magazine took place towards the culmination of the event.

Sponsored by Axzora Pvt. Ltd, Naturence Herbals, TS Advisory Services and Hill Tak Technical Services LLC, the event was deemed as a huge success for Enactus JMI by all spectators and beyond.

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