



**PHD CHAMBER**  
OF COMMERCE AND INDUSTRY

# HER ENTERPRISE



# हर दिन

13<sup>rd</sup> December 2022 | 10:00 a.m.  
PHD House, New Delhi



### Chief Guest



**Smt Smriti Irani\***  
Hon'ble Minister of Women  
& Child Development  
Government of India

### Guest of Honour



**Km Pratima Bhoumik\***  
Minister of State for Social  
Justice and Empowerment

\*Confirmation awaited

Only 7 per cent of working age women in India have paid jobs, as per a report in The Economist. Yet, only seven out of 100 entrepreneurs in India are women and of them nearly half at 49.9 per cent get into business out of necessity rather than aspiration, according to a 2020 report of the Initiative for What Works to Advance Women and Girls in the Economy, a gender research and advocacy organisation. There are several reasons why Indian women remain poorly represented in businesses. Access to finance, absence of exposure to viable entrepreneurial options, poor linkages with market, weak support networks and restricted mobility are just some of them.

In order to address some of the gaps in this area, the Direct Selling Committee, PHDCCI & the Women Entrepreneurship Committee, PHDCCI is jointly starting a series of seminars called "Her Enterprise हर दिन" which will showcase success stories; discuss latest trends; provide new avenues for creating businesses; connect with experts and celebrate the power of women enterprise.

## Key Stakeholders

- Consumers
- Retail & E-Commerce Professionals
- Logistics & Supply Chain Solutions
- Marketing platforms
- Cyber Security Solutions
- Retail Technology Company
- D2C Brands
- CRM companies
- Marketing companies/Research Companies
- Manufacturers
- Technology Solutions Providers
- Tourism Boards & Companies
- Online Payment Solutions

## ALIGNED SESSIONS

- Inaugural Session
- Dedicated Sessions on:
  - Beauty & Wellness
  - Nutrition & Health
  - Gems & Jewellery
- Success Stories of the Top Women Entrepreneurs.
- Transformation – HER to HER Enterprise

## PHDCCI Leadership



**Mr. Saket Dalmia**  
President



**Mr. Sanjeev Agrawal**  
Sr. Vice President



**Mr. Hemant Jain**  
Vice President



**Mr. Pradeep Multani**  
Immediate Former  
President



**Dr. Aruna Abhey Oswal**  
Chairperson  
WCD&E Committee  
PHDCCI



**Mr. Vivek Katoch**  
Chair  
Direct Selling Committee  
PHDCCI



**Dr. Blossom Kochhar**  
Co- Chair  
WCD&E Committee  
PHDCCI



**Ms Archana Aggarwal**  
Co-Chair  
WCD & E Committee  
PHDCCI



**Ms. Alka Gurnani**  
Co-Chair  
Direct Selling Committee  
PHDCCI



**Mr. Harish Pant**  
Co-Chair  
Direct Selling Committee  
PHDCCI

## About Us

**PHD Chamber of Commerce & Industry**, a leading Industry Chamber of India, ever since its inception in 1905, has been an active participant in the India Growth Story through its Advocacy Role for the Policy Makers and Regulators of the Country. Regular interactions, Seminars, Conference and Conclaves allow healthy and constructive discussions between the Government, Industry and International Agencies bringing out the Vitals for Growth. As a true representative of the Industry with a large membership base of 1,30,000 direct and indirect members, PHD Chamber has forged ahead leveraging its legacy with the Industry knowledge across sectors (58 Industry verticals being covered through Expert Committees), a deep understanding of the Economy at large and the populace at the micro level.

At the National level, the PHD Chamber is well represented in 16 States with its own offices and MOUs with eleven Partner Chambers in different States.

At the Global level we have been working with the Concerned Ministries, Embassies and High Commissions to bring in the International Best Practices and Business Opportunity.

**PHD Chamber has special focus on the following thrust areas:**

- Economic & Business Policy Advocacy
- Industry
- Infrastructure
- Housing
- Health
- Education & Skill Development
- Agriculture & Agri-business
- ICT
- International Trade
- Defence & HLS

## PARTNERSHIP OPPORTUNITIES

Benefits Partnership Amount (INR)	PREMIUM PARTNER INR 3 Lakhs	ASSOCIATE PARTNER INR 2 Lakhs	PARTNER INR 1 Lakh
Session Chair in relevant Inaugural Session	Yes	Yes	-
Keynote Speaker Slot in relevant Theme Session	Yes	Yes	-
Advertisement in the Chamber Bulletin	One full page colour advertisement for 3 months	One full page colour advertisement for 3 months	One full page colour advertisement for 3 months
Special VIP seating during Lunch/Dinner	Yes	Yes	Yes
Access to VIP area	Yes	Yes	Yes
Exhibition Area	Stall - 3X4	Stall - 3X4	Stall - 2X2
Partnership acknowledgement during the Conference	Yes	Yes	Yes
Partner Reserved Seating	Yes	Yes	Yes
Placement of promotional material of the company in the delegate kit	Yes	Yes	Yes
Display of the company's name and logo on Backdrop	Yes	Yes	Yes
Display of the company's name and logo in E-invites & Social Media Promotion	Yes	Yes	Yes
Company Standee at the Registration Counter	Yes	Yes	-
Thank You Partners' Standee at venue	Yes	Yes	Yes
Roll up Standees at strategic locations at the Conference Venue	Yes	Yes	-
Roll up standee at the lunch venue	Yes	-	-
Logo in Advertisements in Publications of Media Partners	Yes	Yes	Yes
Complimentary Delegates	12	8	6

## EXHIBITION OPPORTUNITIES

2X2 Stall is for INR 50,000

3X3 stall is for INR 80,000

### INCLUSIONS

- ❖ One Table
- ❖ Two Chairs
- ❖ Two Spotlights

- ❖ One Waste Basket
- ❖ Complimentary Refreshment & Lunch

For further information please contact

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