

Webinar on Creativity in Women Entrepreneurship (28.01.2021)

The Women Cell of Sacred Heart College (Autonomous), Tirupattur organized a webinar on the topic “Creativity in Women Entrepreneurship” for the Final Year Arts Students on 28th January 2021. Dr. S. Alphonsamary, Assistant Professor of the Department of English welcomed the resource person as well as the participants for the program at 10.30 a.m. The program commenced with a prayer by Dr. A. Arokiamary, Assistant Professor of the Department of Business Administration, followed by welcome address by Miss G. Pavithra of III B.A English. The resource person of the day Dr. Auxilia Antony, Assistant Professor, Department of Commerce, Auxilium College, Vellore was introduced by Miss Ruby, III B.B.A. with great reverence.

The resource person addressed the gathering and acknowledged the major role played by women in shaping society. She emphasized the fact that women are no longer confined to the domestic domains and stereotypes of society. She highlighted the fact that women have evolved and have shattered all the restrictions that once confined them. From running a family to flying aircrafts women have never failed to prove their worth. By quoting the examples of women achievers she brought in the concept of entrepreneurship and the importance of being independent, creative, and unique. To make the session more interactive she asked the students about their plans after completing their graduation. To answer the question she has given them three choices:-

- Take up a job (Employee)
- Start new venture (Entrepreneur)
- Getting married

After receiving the response from the students, she explained the different types of hats which relate the roles of Employee and Entrepreneur. She narrated the meaning of different types of hats in determining the quality of a person.

- Red Hat – Intuitive Person.
- White Hat – Information Seeking Person.

- Yellow Hat – Sunshine and Optimistic Person.
- Black Hat – Caution Person.
- Green Hat – Creative Thinking Person.
- Blue Hat – Planning, setting focus, looks into the process, and controls everything.

Finally, she mentioned that an Entrepreneur is a Person with Blue Hat who can survive in this competitive world. She concluded her session with a famous quote “Negativity is the enemy of Creativity”. The entire session was very captivating as well as motivating. The program was well-received by both the staff and the students. There were 96 participants including the staff members. The Webinar came to an end with the Vote of Thanks by Miss Marudha Priya, III B.A English.

