

REPORT

on

**"SECOND INNINGS: Promotion of Work for  
Housewives: Career Counselling Sessions for Home  
Makers"**

Funded and Supported by

**National Commission for Women, New Delhi**



Organized by

**RV Institute of Management**

CA 17, 36th Cross, 26th main  
4th T block, Jayanagar,  
Bangalore – 560041



25<sup>th</sup> November, 2022

**Coordinator: Dr. Padmalini Singh, Associate Professor, RV Institute of Management**



Report on "SECOND INNINGS: Promotion of Work for Housewives: Career Counselling Sessions for Home Makers"

## ABOUT SECOND INNINGS PROGRAMME

Being a Homemaker is either a matter of choice or circumstantial, but in both the cases, they, at one point of time, get motivated to explore the world beyond the four walls of home and monotonous household work for a job or an enterprise. All one need is little guidance into the right direction. To empower homemakers making conscious career choices, the programme is designed to enable homemakers to assimilate into the workforce and work culture of your chosen area.

## RATIONALE OF THE PROGRAMME

Women will be encouraged to secure their future by having the career in the fields, which will get them an immediate job and they will not have to go through any hardships of research and development. It will be like breaking gender stereotype barriers and creating opportunities for women as well to prove themselves by counselling and motivating them to seek independent, innovative and challenging career options.

## OBJECTIVE OF THE PROGRAMME

By attending this programme, homemakers will be able to identify the career/business most suitable to their purpose, aptitude, passion, interest and capabilities allowing them to excel in both personal and professional life.



# METHODOLOGY ADOPTED BY THE INSTITUTE TO CONDUCT THE WEBINAR

After receiving the approval letter and sanction order from National Commission for Women (NCW), a systematic approach was carried out by the department to conduct the programme.

Planning for promoting of the programme

Identifying the internal core team members to conduct the programme

Preparation of webinar brochure (attached as Annexure)

Preparation of Programme schedule of the webinar

Assigning tasks to various team members

Mail approval to National Commission for Women about the date of webinar.

Creating google forms for registration

Creating a zoom link for registration

Promotion of the programme on various platforms including emails, whatsapp, social media and distribution of brochure to homemakers.

Formal Invitation were sent to resource persons of various sessions

Programme was successfully conducted as per the proposed schedule.



# BROCHURE



**RV INSTITUTE OF MANAGEMENT**  
in Association with  
**NATIONAL COMMISSION FOR WOMEN**  
is organizing Second Innings Movement





## PROMOTION OF WORK FOR HOUSEWIVES: CAREER COUNSELING SESSIONS FOR HOME MAKERS

### ABOUT THE PROGRAMME

*"This programme is designed to empower homemakers to make informed career choices in their interest area."*

**Date: 25th Nov, 2022**  
**Time: 9:00 to 5:00 PM**  
**Venue: Seminar Hall, RVIM**

### MEET THE CONSULTANTS



**Ms. MITCHELL DUDANI**  
Gig Worker, Trainer &  
Social Media Coach



**Mr. Venkatesh M.**  
Founder & CEO, Medwiser



**Dr. Purushottam Bung**  
Director, RVIM



**Dr. Padmalini Singh**  
Associate Professor, RVIM

### WHAT WE OFFER

**Session on:**

- Employment & Career Opportunities
- Financial & Overall Well-being
- Entrepreneurship Development
- Soft Skills & Personality Development

**Counselling sessions**  
**Certificate of participation**

### REGISTER FOR FREE

[click the below link for registration](#)

 [https://forms.gle/42m3v3uQ7NpG1Tf8u8t1M7M1M1](#)

 Jayanagar 4th T Block, Bengaluru

 080 4254 0300

 [padmalinisinghrvim@rvei.edu.in](mailto:padmalinisinghrvim@rvei.edu.in)



# SCHEDULE OF THE PROGRAMME

## SCHEDULE FOR PROMOTION OF WORK FOR HOUSEWIVES: CAREER COUNSELING SESSIONS FOR HOME MAKERS



Date	Time	Topic	
<b>25<sup>th</sup> November, 2022</b>	09:00 AM -09:30 AM	Inauguration	
	09:30 AM - 11:00 PM	Employment & Career Opportunities & Counselling session	
	11:00 PM - 11:15 PM	Tea Break	
	11:15 PM - 01:00 PM	Soft Skills & Personality Development & Counselling session	
	01:00 PM - 01:30 PM	Lunch Break	
	01:30 PM - 03:00 PM	Entrepreneurship Development & Counselling session	
	03:00 PM - 03:10 PM	Hi-Tea	
	03:15 PM - 04:45 PM	Financial & Overall Well-being & Counselling session	
	04:45 PM - 05:00 PM	Valediction	



## SAMPLE REGISTRATION FORM

### PROMOTION OF WORK FOR HOUSEWIVES: CAREER COUNSELLING SESSIONS FOR HOME MAKERS

RV INSTITUTE OF MANAGEMENT in Association with NATIONAL COMMISSION FOR  
WOMEN is organizing CAREER COUNSELLING SESSIONS FOR HOME MAKERS

 padmalinisingh.rvim@rvei.edu.in (not shared) [Switch accounts](#) 

\*Required

Name \*

Your answer

Surname:

Your answer

Email id \*

Your answer

Phone No \*

Your answer





# INVITATION TO JOIN THE PROGRAMME

**Dr. Padmalini Singh** • You  
Associate Professor at RV Institute of Management  
4mo •

Got another funded programme from National Commission for Women for Homemakers.

RV INSTITUTE OF MANAGEMENT  
In Association with  
NATIONAL COMMISSION FOR WOMEN  
is organizing Second Innings Movement

**PROMOTION OF WORK FOR HOUSEWIVES: CAREER COUNSELING SESSIONS FOR HOME MAKERS**

**ABOUT THE PROGRAMME**  
"This programme is designed to empower homemakers to make informed career choices in their interest area."

Date: 25th Nov, 2022  
Time: 9:00 to 5:00 PM  
Venue: Seminar Hall, RVIM

**MEET THE CONSULTANTS**

- Ms. MITCHELL DUDANI  
Big Worker, Trainer & Social Media Coach
- Mr. Venkatesh M.  
Founder & CEO, Madhuban
- Dr. Parashottam Bang  
Director, RVIM
- Dr. Perisetti Singh  
Associate Professor, RVIM

**WHAT WE OFFER**

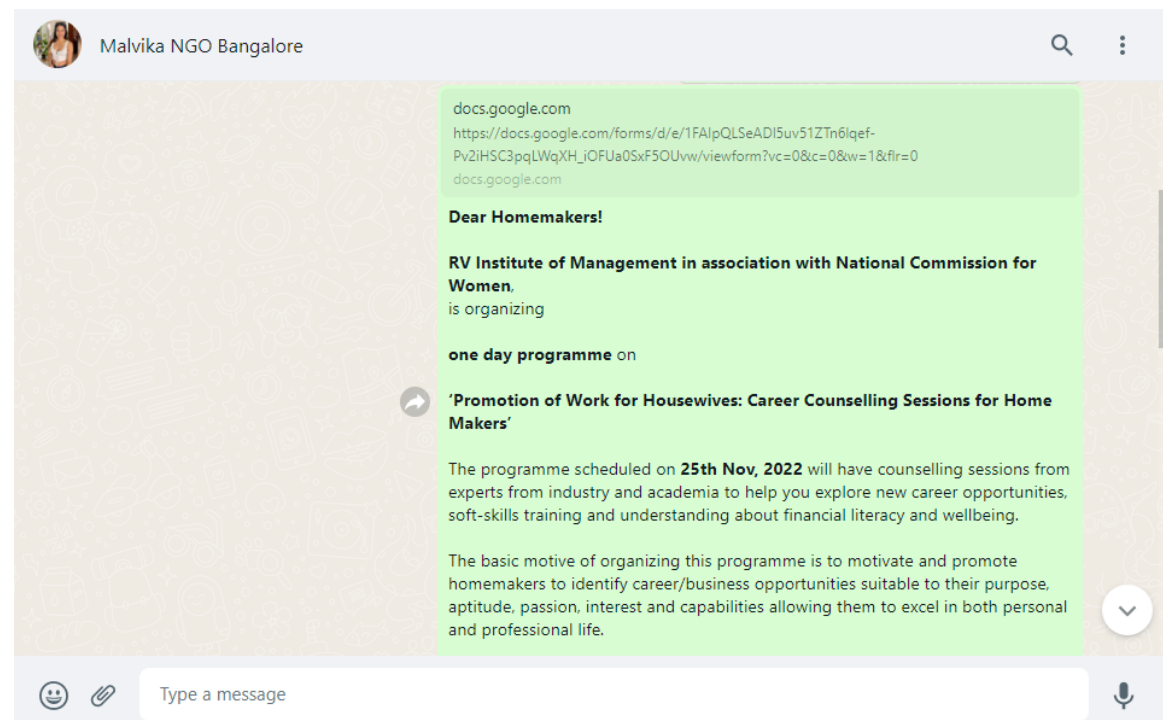
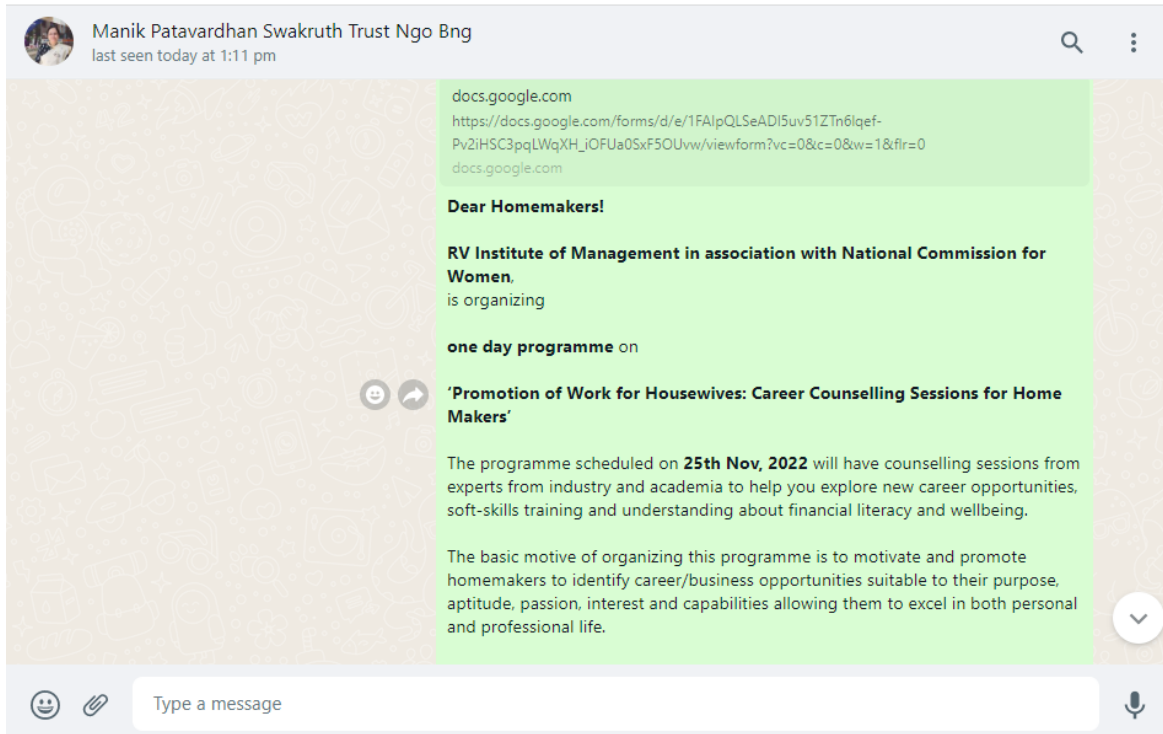
**Session on:**

- Employment & Career Opportunities
- Financial & Overall Well-being
- Entrepreneurship Development
- Soft Skills & Personality Development

**Counselling sessions**  
**Certificate of participation**

**REGISTER FOR FREE**  
click the below link for registration  
[https://www.linkedin.com/company/rv-institute-of-management/](#)  
Jayanagar 4th T Block, Bengaluru  
080-4254-0300  
padmalinisingh@rvim@rvu.edu.in

## LinkedIn Marketing



## WhatsApp Marketing





# Second Innings Movement

"Promotion of Work for Housewives: Career Counseling Sessions for Home Makers"

RV INSTITUTE OF MANAGEMENT X NATIONAL COMMISSION FOR WOMEN

*25th Nov, 2022*

**REGISTER NOW**

Instagram marketing



# ZOOM MEET JOINING LINK

us06web.zoom.us

<https://us06web.zoom.us/j/82722299301?pwd=ZFZ6MVNDSjQwalhsb0QwWXF3MmZTUT09>

us06web.zoom.us

Host RVIM is inviting you to a scheduled Zoom meeting.

Topic: Promotion of Work for Housewives: Career Counselling Sessions for Home Makers

Time: Nov 25, 2022 09:00 AM Mumbai, Kolkata, New Delhi

Join Zoom Meeting

[https://us06web.zoom.us/j/82722299301?](https://us06web.zoom.us/j/82722299301?pwd=ZFZ6MVNDSjQwalhsb0QwWXF3MmZTUT09)

[pwd=ZFZ6MVNDSjQwalhsb0QwWXF3MmZTUT09](https://us06web.zoom.us/j/82722299301?pwd=ZFZ6MVNDSjQwalhsb0QwWXF3MmZTUT09)

Meeting ID: 827 2229 9301

Passcode: RVIM

One tap mobile

+14086380968,,82722299301#,,,,\*736752# US (San Jose)

+15074734847,,82722299301#,,,,\*736752# US



## PROCEEDINGS OF THE PROGRAMME

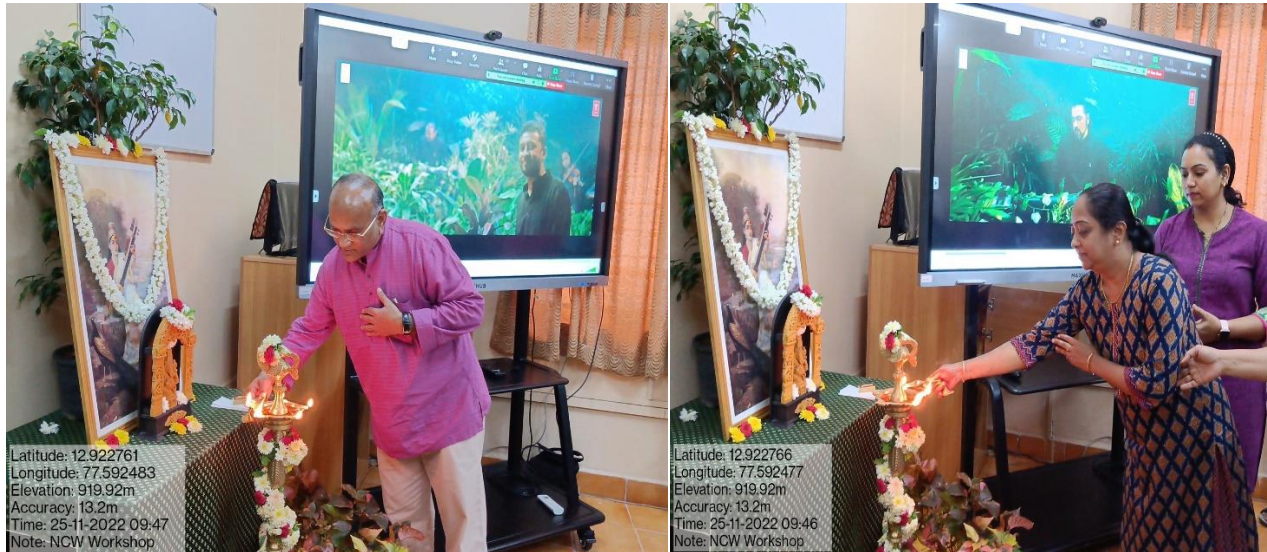
The "SECOND INNINGS: Promotion of Work for Housewives: Career Counselling Sessions for Home Makers" programme has been conducted by RV Institute of Management, Bangalore in association with the National Commission for Women (NCW), New Delhi On 25.11.2022 from 9.00 AM to 5.00 PM in a hybrid mode. The programme was hosted by Dr. Padmalini Singh, Associate Professor, RV Institute of Management, Bangalore.



Dr. Padmalini Singh welcomed the participants both offline and online from across Bangalore and other States too. She briefed about the rationale of the programme and also about National Commission for Women (NCW) and the initiatives taken up by the agency for the upliftment of women in India.



It was followed by lighting the lamp and a song of Ricky Kej (Grammy Award Winner) “We are one”.



An ice-breaker session was planned for a brief introduction of the participants in a unique way. The participants were asked to introduce themselves by taking a name of any animal that best describes their personality. It made them know-each other well that helped them to connect better and explore more from the programme.







The inauguration ended with iterating the schedule of the programme briefly, giving the participants an idea about what they can expect in the sessions.



# SESSION 1

## Employment and career opportunities



**Ms. MITCHELL DUDANI**  
**Gig Worker, Trainer &**  
**Social Media Coach**

The first session of Second Innings was started by Ms. Mitchell Dudani. She is a Gig worker and works for well-known brands like Wildcraft, ABC Consultants and Merrin & Associates and Café Coffee Day to name a few.

### **PROFILE OF THE RESOURCE PERSON: Ms. Mitchell Dudani**

- Graduated from HLIC, Ahmedabad and Executive PG from XIMB.
- Amateur runner & a photographer, a chocolatier and a big foodie.

**Interest Area:** Recruitment, Training, Coaching and Social Media

Mitchell has over 18+ years across Recruitment, Training, Coaching and Social Media. Has worked across industries from Hospitality, Retail, and Consulting etc.

She is passionate about Digital Marketing, loves to explore new tools and apps. Last 4 years she is been coaching and consulting organizations; start-ups, students and individual professionals on using social media effectively for branding and growth (business and personal).

In her last corporate role Mitchell was heading leadership hiring at Coffee Day Group and previously worked with ABC Consultants and Merrin & Associates





## PREVIEW OF SESSION 1

The session started on a positive note of taking a career break by women is a tough decision for women, especially those who have been working hard to build their careers. But it is important to remember that a break is just a pause and not a full stop.

There are many reasons why women may need to take a break from their careers, including personal reasons like marriage, pregnancy, taking care of children or elderly relatives, or spouse's relocation. In addition, some women may feel the need to take a break due to a lack of expected career growth or development in their current job.

While taking a career break may seem daunting, it is important to keep in mind that it can also be a time for personal growth and development. It can give you the opportunity to focus on your personal goals, pursue new interests or hobbies, or simply take some time to recharge and refocus.

Moreover, a career break does not necessarily mean that your career is over. You can always return to work, and there are many resources available to help you get back into the workforce. For example, there are career counseling services that can help you identify your skills and strengths and find job opportunities that are a good fit for you.

In addition, many employers are now recognizing the value of hiring women who have taken career breaks. Some companies have even implemented returnship programs that offer training and support to women who are returning to work after a break.

Ms. Michelle said that if homemakers take a pause in their career, then it is just a pause and not a full stop. She urged to use this time to focus on personal growth and development, and when homemakers are ready, there are many resources available that can help them to get back on track for second innings.

She shared interesting facts like a recent World Bank study done in collaboration with the National Sample Survey Organisation states that 25 million Indian women quit their jobs between 2012 and 2021, of which, 68 per cent never returned to work. Data revealed by



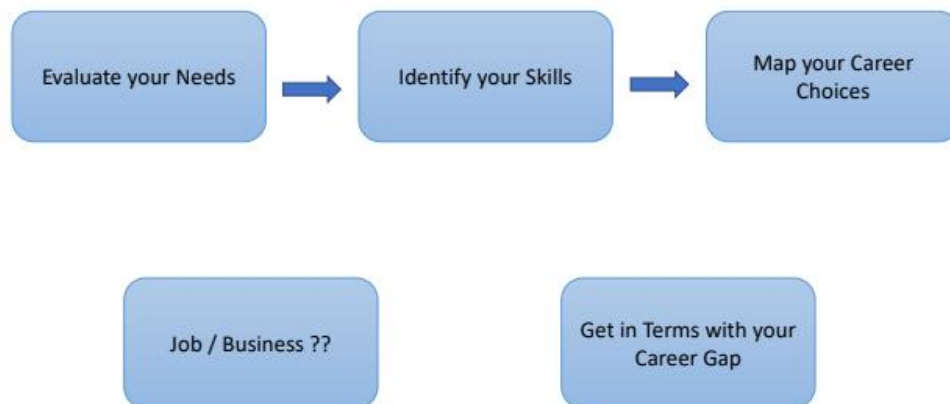
the World Bank also suggests that women make up only 23 per cent of India's labour force in 2019, compared to 48 per cent of the global average.

Another study by the Centre for Talent Innovation suggests that 36 per cent of women in India take a break from work and only 58 per cent of that number are able to re-join work full-time after taking a career break.

Ms. Michelle then focused on how to prepare for the second innings by explaining the general steps to be followed in order to map the career choices.



## How do we start ??



Preparing an individual or business profile is an essential step towards establishing a successful professional presence. According to Ms. Michelle, finding a sponsor or a mentor is an excellent way to gain support and guidance in this process. A sponsor or mentor can provide valuable insights into the industry, offer advice on best practices, and connect you with relevant networks.

Once a sponsor or mentor is identified, the next step is to confidently connect with different networks using various platforms. There are many online platforms that you can use to network, including LinkedIn, Twitter, and Facebook. These platforms allow you to



connect with professionals in your industry, share your experiences and knowledge, and showcase your expertise.

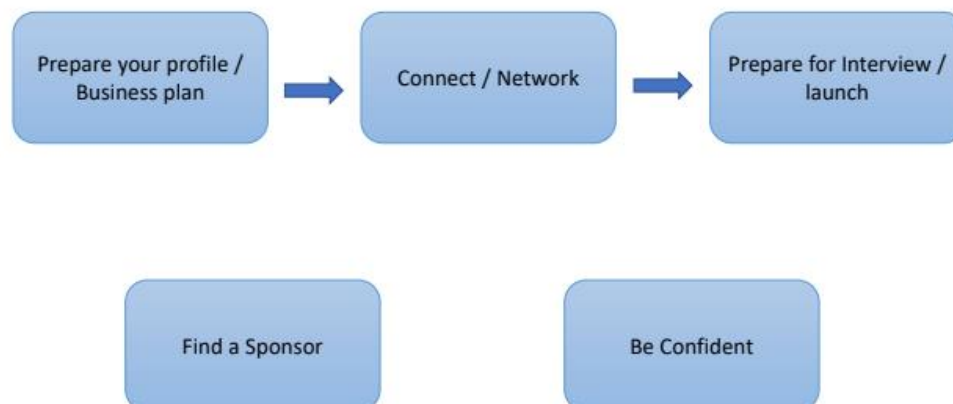
To make the most out of these platforms, it's essential to have a strong profile. The profile should highlight your skills, experience, and accomplishments. It should also include a professional headshot and a clear, concise summary of who you are and what you do. The profile should be optimized with relevant keywords to make it easier for others to find you.

In addition to having a strong profile, she said that it is also important to be active on these platforms. This means regularly posting and engaging with others' content. By commenting on other people's posts, sharing their content, and asking questions, you can establish yourself as an engaged and interested member of your industry.

Overall, by finding a sponsor or mentor and confidently connecting with networks using different platforms, one can establish a strong professional presence and advance their career.



## What Next ??





## Back to Corporate ? You are lucky !



Gender Diversity ,  
tapping this pool  
has become every  
company's Key  
focus



Many private organizations that encourage second innings were discussed at length by Michelle to the audience.



## Who is hiring ?



- Microsoft - Springboard
- TATA SCIP – second careers inspiring possibilities
- Philips -Back In the Game
- Accenture's Career Reboot for Women
- IBM's tech Re-Entry program
- Google Next innings program
- Airbus – Fly Again
- Godrej – Careers 2
- Mahindra
- Publicis Sapient
- Diageo - Returnees from a career break
- Deutsche Bank – Resume your Resume

*And Many More!*



## Platforms?



- JobsforHer
- AspireforHer
- Her Second Innings
- Naukri for Women
- Avtar I-win
- Gharsenaukri
- Sheroes
- Shejobs.in
- PeopleKonnnect / Backtothefront

*And Many More!*

Michelle has highlighted the existence of online platforms specifically designed to support women who have taken a career break and want to rejoin the workforce. These platforms offer a range of resources, including job listings, career coaching, networking opportunities, and educational resources.

One such platform is the Career Reboot program, which is aimed at women who have been out of the workforce for at least two years. The program provides participants with training and resources to help them update their skills and re-enter the workforce. It also offers networking opportunities with employers who are specifically looking to hire individuals who have taken a career break.

Another platform that Michelle discussed is the Hersecondinnings program, which offers a range of resources to help individuals who have taken a career break. The program provides career coaching, job search strategies, and networking opportunities. It also hosts an annual conference that brings together employers and job seekers to connect and network.



In addition to these platforms, there are also online communities and support groups specifically for women who have taken a career break. These communities provide a space for women to connect with others who have had similar experiences and offer support and advice on re-entering the workforce.

Overall, these platforms and communities are valuable resources for women who have taken a career break and want to rejoin the workforce. They provide a range of resources, support, and networking opportunities to help individuals update their skills, connect with employers, and successfully re-enter the workforce.

Regenerate response



Business ? ?



Goldman Sachs NSRCEL  
Avtar  
Women Entrepreneurship – Niti Aayog  
Startupindia.gov.in  
UN Women India WEPIs



Institutions, organizations, and governments recognize the importance of empowering women to rejoin the workforce after a career break. They have implemented various initiatives and programs to support women in this process.





For example, many universities and colleges offer programs specifically designed for women who have taken a career break. These programs provide training and education to help women update their skills and knowledge, and prepare them for re-entry into the workforce.

Similarly, many companies have implemented returnship programs, which are designed to provide a structured re-entry process for individuals who have taken a career break. These programs offer training, mentorship, and on-the-job experience, and may lead to a full-time job offer at the end of the program.

Governments have also implemented policies to support women in rejoining the workforce. For example, some countries offer tax incentives to companies that hire women who have taken a career break. Governments may also provide funding for training and education programs aimed at supporting women in their return to the workforce.



## Govt Schemes



- Mudra Loan for Women.
- Annapurna Scheme.
- Stree Shakti Yojana.
- Dena Shakti Scheme.
- Bhartiya Mahila Bank Business Loan.
- Mahila Udyam Nidhi Yojana.
- Orient Mahila Vikas Yojana Scheme.
- Cent Kalyani Scheme.

<https://vakilsearch.com/blog/7-indian-government-initiatives-to-help-women-entrepreneurs-smash-the-glass-ceiling/>

<https://www.msmex.in/learn/important-schemes-for-women-entrepreneurs/>



05/12/22

## Business ? ?



RVIM and NCW "Second Innings Movement"



12

Michelle has highlighted the potential for women to pursue self-employment by starting their own businesses based on their passions or interests. This can be a great opportunity for women who have taken a career break, as it allows them to have greater control over their schedule and work-life balance.

Starting a business based on one's passions or interests can also be incredibly rewarding, as it allows women to do something they are passionate about and create something of value for themselves and others. It also provides the opportunity to develop new skills and knowledge, as well as to network with other entrepreneurs and business owners.

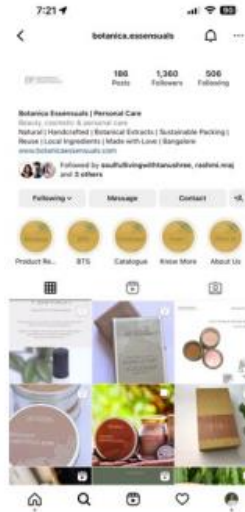
One of the advantages of starting a business is that it allows women to be their own boss and set their own schedule. This can be particularly important for women who have taken a career break and may need greater flexibility in their work arrangements. Starting a business also provides the opportunity to work from home or from a flexible location, which can further enhance work-life balance.



## Business ? ?



05/12/22



RVIM and NCV "Second Innings Movement"



13

However, starting a business can also be challenging, and requires dedication, hard work, and a willingness to take risks. It is important to conduct market research, develop a solid business plan, and seek guidance and support from other entrepreneurs or business owners by pitching the business idea to VCs for women in business.

Michelle emphasized the importance of joining networks such as LeanIn, Leap Club, Hen and Shenomics to empower women in their careers.

LeanIn is a global network which is dedicated to supporting women in achieving their ambitions. The network provides a range of resources, including online courses, mentorship programs, and community events, to help women build their skills and connect with other like-minded women.

Leap Club is a network for women entrepreneurs, business owners, and professionals, with a focus on building relationships and empowering women to achieve their goals. The network provides a range of resources, including mentorship, workshops, and networking events, to support women in their careers.



RV Institute of  
Management®

## VC's for Women in Business



- Kalaari Capital
- Saha Fund
- Awe Funds
- She Capital
- StongHer Ventures

<https://thestartuplab.in/top-5-vc-funds-helping-women-entrepreneurs-india/>

Hen is a network for women entrepreneurs, with a focus on providing mentorship, resources, and community to help women build successful businesses. The network provides a range of resources, including mentorship programs, workshops, and networking events, to help women build their skills and connect with other entrepreneurs.

Shenomics is a network for women in business and leadership roles, with a focus on promoting gender equality and empowering women to achieve their full potential. The network provides a range of resources, including coaching, mentorship, and leadership development programs, to help women build their skills and advance in their careers.

Joining networks such as LeanIn, Leap Club, Hen, and Shenomics can be incredibly valuable for women who are looking to advance their careers. These networks provide access to a range of resources and support, and offer the opportunity to connect with other like-minded women who can provide advice, guidance, and support. By joining these networks, women can build their skills, expand their networks, and ultimately achieve their career goals.

After the session, counselling session was held with the participants.



## SESSION 2

### Soft Skills and Personality Development



**Dr. Padmalini Singh**  
Associate Professor, RVIM

#### **BRIEF PROFILE OF THE RESOURCE PERSON: Dr. Padmalini Singh**

**Dr. Padmalini Singh**  
**Associate Professor,**  
**RV Institute of Management, Bangalore**

- Padmalini has a global outlook in teaching fostered by working in Indian School of Business, Hyderabad with global ranking Professors from The Wharton School, London Business School, PennState and Michigan University.
- Organized funded workshops, seminars and National Conferences funded by SEBI-Multi Commodity Exchange-IPF, Indian Council for World Affairs and Indian Council for Social Science Research (ICSSR), Indian Council of Philosophical Research (ICPR) are to her credit.
- She has published research papers in area of social science and marketing in esteemed journal listed in scopus and ABDC and also have books to her credit.
- She have 2 patents in her name in the emerging area of digital marketing.
- She have funded projects from DST, ICSSR, UBA in the field of social reengineering.
- She has been Recognized by Mahatma Gandhi National Council of Rural Education, Hyderabad for Beat Covid Campaign





- Invited as a Panelist and Session Chair from various National & International Conferences.

## UPSHOTS FROM SESSION 2

Dr. Padmalini Singh began the session by emphasizing the critical role that soft skills play in securing and retaining employment. She presented compelling data to underscore the importance of these skills in the job market. The ability to communicate effectively, work well in teams, and adapt to changing situations is increasingly in demand by employers. One of the key soft skills Dr. Singh focused on was communication, both verbal and non-verbal. She emphasized how these skills can significantly impact how messages are received and understood by others. To help individuals improve their communication skills, she shared a variety of apps that are designed to enhance verbal and non-verbal communication.

It's clear that developing soft skills is crucial for success in today's job market. Fortunately, there are numerous resources available to help individuals cultivate these skills, such as online courses, workshops, and books. By investing time and effort into developing soft skills, individuals can greatly enhance their career prospects and thrive in the workplace.







## Communication

1. Cake app
2. English conversation practise
3. Cambly (course, tutor)
4. EngVarta
5. Buddy System
6. Grammarly
7. Hello Talk
8. Talk Now
9. Knudge Me



29-03-2023

RVIM and NCW "Second Innings Movement"

15

She further added how a proper handshake is an essential part of professional communication. She said that When you shake hands, make sure that the duration is appropriate, neither too short nor too long. Generally, the handshake should last for two to three seconds. Make sure that your grip is consistent throughout the shake and that you release the other person's hand smoothly. She demonstrated different types of handshakes to the participants.

She further explained the proxemics and hand gestures that are essential to maintain for professional communication. She extended the session further discussing about the power dressing as the cloth we wear adds the confidence and power to our status. She spoke about the right and wrong dressing choices at the workplace. She ended the session stressing on creating one's own style.

The session extended with one-to-one consultation with each participants.



# POWER DRESSING



29-03-2023

RVIM and NCW "Second Innings Movement"

47



## SESSION 3

### Entrepreneurship Development



Mr. Venkatesh M.  
Founder & CEO, Medwiser

#### PROFILE OF THE RESOURCE PERSON: Mr. Venkatesh Majji

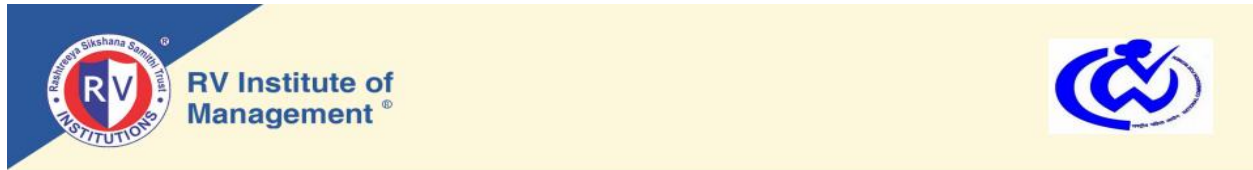
M.S, UT Arlington, USA  
VP Enterprise Sales, Resolute  
Founder, Medwiser  
Co-founder, RED Solar

- Venkatesh received his bachelor's degree from the University of Texas in the United States. He had spent five years in the United States working as a front-end software developer for companies such as CA Technologies and Raymond James.
- In 2016, he returned from the United States and launched his first company, RED Solar, a renewable energy company. He was in charge of increasing the company's revenue from zero to one million dollars by installing over a thousand residential and commercial solar panels. He successfully parted ways with RED Solar in 2020.
- Then he launched his second company, Medwiser, a healthtech firm that is still in operation.
- Part-time, he assists start-ups and solo entrepreneurs in establishing their online businesses.



## Preview of the Session:

Mr. Venkatesh Majji started his session by discussing what does entrepreneurship means and why it is important for the women looking for second innings. He explained what women can expect from entrepreneurship as a career option.



### Entrepreneurship Development

- 1 Turning idea into business
- 2 Online & Offline business opportunities
- 3 Work From Home opportunities
- 4 Networking through social media
- 5 Opportunities available for women: based on the market need
- 6 Freelancing: Introduction and approach

### Entrepreneurship

- 1 Turning idea into business
- 2 Online & Offline business opportunities

### Primary/Second Income

- 3 Work From Home opportunities
- 5 Opportunities available for women: based on the market need
- 6 Freelancing: Introduction and approach

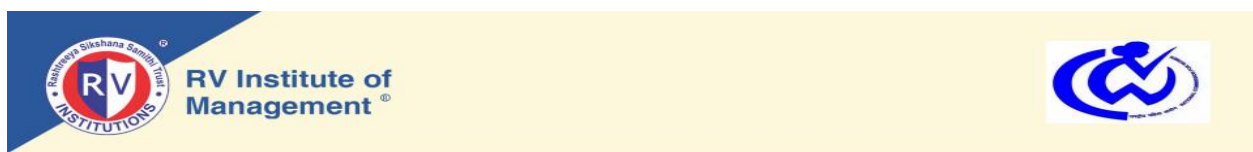
### Skill

- 4 Networking through social media

23-11-2022

RVIM and NCW "Second Innings Movement"

He explained how an idea can turn into a business by a live example.



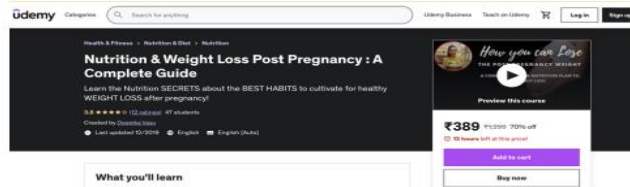
### Producer



- Products
- Content
- Videos
- Jobs
- Services

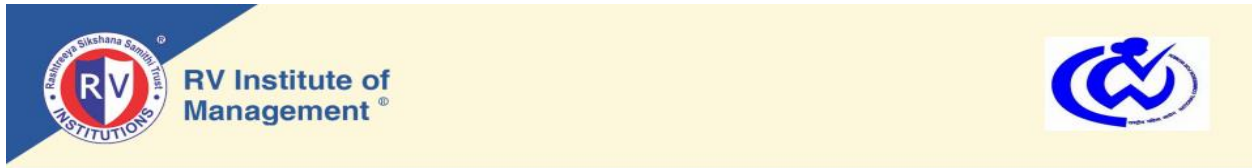
### Entrepreneurship

- 1 Turning idea into business
- 2 Online & Offline business opportunities



23-11-2022

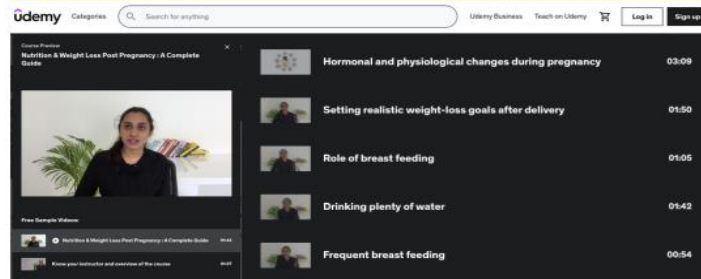
RVIM and NCW "Second Innings Movement"



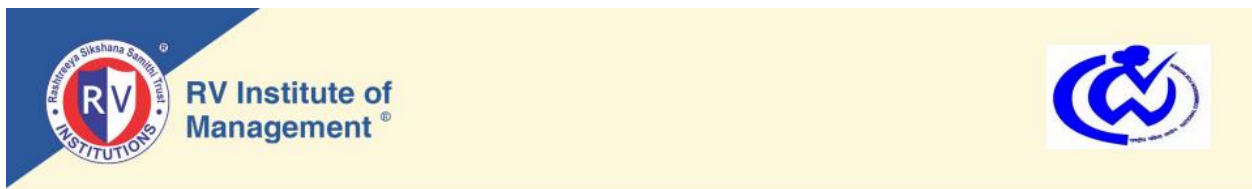
### Producer



- Products
- Content
- Videos
- Jobs
- Services



23-11-2022 RVIM and NCW "Second Innings Movement"



### Online Business



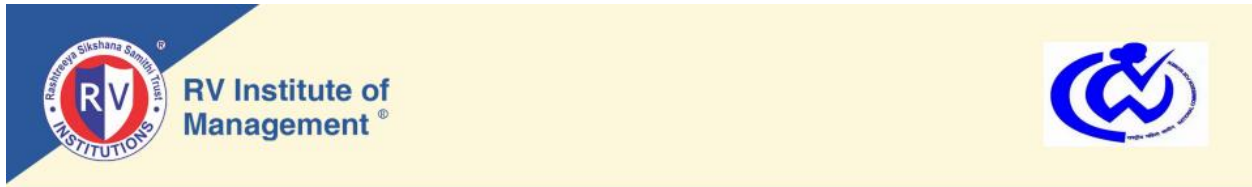
- Organic gardening
- Meesho
- Healthy snacks
- Painting
- Home made Beauty products
- Udeemy Instructor
- Customized Subscription services
- Niche Match-making
- Career Coaching



23-11-2022 RVIM and NCW "Second Innings Movement"

He added to it by explaining if one wants to work as a freelancer then which platforms are available to hook them and provide the right direction.





## Freelancing



Content Writing

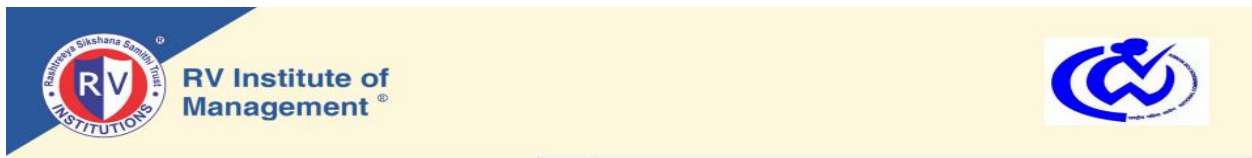
Project Consultant

Project Research



23-11-2022 RVIM and NCW "Second Innings Movement"

He then demonstrated how the networking with the right people can help the participants to find the suitable job or connect them to right community.



## Networking & Sales



www.jobsforher.com/groups



Social Media

**Taylor & Francis: Networking and Hiring Event For Women Professionals**

- Career Development, Diversity Drive, Women In Tech, event
- Online
- 25th Nov, 2022
- 10:00am to 11:00am
- Any

**Career Opportunities for Women at BP**

- Career Development, Diversity Drive
- bp
- Online
- 10th Aug, 2022 to 30th Nov, 2022
- 9:00am to 6:00pm
- Any

Registration Closed

23-11-2022 RVIM and NCW "Second Innings Movement"

The workshop included going live on the linkedin and connecting with the right connection to find a suitable opportunity.





## SESSION 4

### Financial & Overall Well-being



**Dr. Purushottam Bung**

Professor & Director,  
RV Institute of Management, Bangalore

#### **PROFILE OF THE RESOURCE PERSON: Dr. Purushottam Bung**

**B.E.** (E&C), **PDMS** (Melbourne Business School, Australia), **MBA** (Monash University, Australia), **Ph.D** in Management (Karnataka University)

#### **Professor and Director**

R V Institute of Management

Bengaluru: 560 041, Karnataka

**Interest Area:** Strategy, Entrepreneurship, Innovation and Yoga

- Dr. Purushottam Bung is an engineer with a rich experience of around 28 plus years in Academia and industry (domestic and international). He completed PGDM from Melbourne Business School, Australia, one of the top 10 B-schools in the world and MBA from Monash University, one of the top universities in the world. He has a rich part time entrepreneurial experience of around 10 plus years in the food processing industry.



- He is on the expert/advisory/editorial panel of many Institutions, Universities, NGOs and journals. He has presented and published 28 plus research articles in national and international refereed journals.
- Dr. Bung was conferred “**Best Academic Leader of the year**” by BMA( Bangalore Management Association during 65<sup>th</sup> Anniversary Award -2022. He was conferred with ‘**Education leader of the year -2020 (pan India)**’ as part of National Education Excellence awards in 2020; “**Enterprising Academic Leader of the year (South India)**” as part of National Education Excellence Awards in 2018. He was conferred with “**Distinguished Educator**” award in 2013. In 2015 he was awarded as ‘**Best Director of a B-school in Karnataka**’ as part of education excellence awards – 2015. He is member of many Associations and Institutional bodies. He was elected the Fellow of **World Academy of Productivity Sciences** at Beijing, China recently. He is also a research fellow of **Institute of Productivity, UK**.
- Dr. Bung is offering management consultancy services to local Businesses, Institutions and entrepreneurs as well. He has undertaken several funded research projects in various domains. He has completed a HarvardX course in collaboration with Pearson Global and Ureka Education group, UK on ‘**Future of Learning**’ and many MOOCs in the area of Design Thinking, Leadership, Negotiation and so on as part of continuous learning endeavor.
- Dr. Bung has been training professionals on Building Entrepreneurial Skills; Design Thinking; Leadership skills; and YOGA – the ultimate stress reliever and the most promising tool to achieve work-life balance. He has completed the **Foundation Course in YOGA** from BBAU, a Central University, Lucknow and is a qualified **YOGA Instructor** certified by YOGA Certification Board, Ministry of AYUSH, GOI.
- Dr. Bung worked as the professor and Director at KLS IMER, Belgaum, Karnataka from July-2011 till January-2018 – One of leading Management Institutions of North Karnataka. During his tenure, the Institution bagged the NAAC accreditation with grade A (CGPA of 3.24); started Sandbox Incubation Centre in collaboration with Deshpande Foundation; Got the 2(f) and 12(B) recognition from the UGC;



started preparations to become Autonomous Institution (It became one in 2020); and grew across all fronts.

- Currently he is working as Professor and Director at R V Institute of Management, a prestigious stand-alone Autonomous Institution of excellence at Bangalore which is part of prestigious RV group of Institutions. He is responsible for the growth of Institution across, all fronts, i.e. Academics, Research, Consultancy, Extension and Outreach, Admissions, Placements, Alumni Relations, Industry Linkages, Collaborations (Domestic & International), Accreditations & Rankings, Usage of ICT in everything that we do, etc.
- During recent NAAC Reaccreditation, RVIM was graded with **A+ grade** (3.38 out of 4.0) and accredited by QS I-Gauge E-LEAD for E-Readiness. All these efforts have resulted in various recognitions and awards like; 'Best B-School of the Year 2020 – South India' and Improved rankings by various agencies like; Top 25 on pan India level on ROI; Top 10 in Bangalore Metro by Business India, The Week, Outlook, etc.

## PREVIEW OF SESSION 4

Dr. Bung started the session by discussion what is financial planning and why it is needed for homemakers.

## Managing Household Finances

- Maintain a household **budget**
- Understand and **estimate** your current spending patterns
- Make sure you have access to every **information**
- **Understand** everything and why it is important
- Gradually **share with your partner** some financial responsibility
- Discuss **contingency** plans



He explained the difference between savings and investment to the participants.

## Basics of Savings and Investment

### • Savings

- Short term
- Value remains stable
- Lower returns over long term



### • Investing

- Long term
- Value moves up and down in short term
- Potentially higher returns over long term



25-03-2023

RVIM and NCW - "Second Innings Movement"

8

Further, he discussed about budgeting and shared an excel sheet with the budgeting format to all the participants to do the budgeting themselves.

He extended the concept of investment after understanding the risks and returns with few examples.



## Risk and Return

- Risk and investing go **hand in hand**
- Risk increases as the expected potential return increases
- Even “**no-risk**” products such as savings accounts and government bonds carry the risk of earning less than the inflation rate
- It is crucial to **manage** your risk



25-03-2023

RVIM and NCW "Second Innings Movement"

## Savings & investment related products

- Bank deposits
- Small savings schemes
- Bonds / debentures
- Company fixed deposits
- Mutual funds
- Equity shares

25-03-2023

RVIM and NCW "Second Innings Movement"

27





He also explained about various savings and investment, protection related and borrowing related products. Many women centric financial products were also discussed.

## Women Centric Products

- Special life insurance plans
- Special health insurance plans
- Bank accounts with special benefits for women
- Women debit cards
- Credit cards for women
- Loan schemes for women

After discussion on financial literacy, the discussion moved to overall well-being.



## OVERALL WELLBEING

- Health is Wealth : Invest in Health : **Physical + Mental + Emotional + Spiritual**
- Reserve at least one hour for yourself. Take it as a **health capsule**.
- Health capsule = Nature walk + Loosening Exercises + Surya Namaskaar + Yogasanas + Kriyas + Pranayamas + Meditation
- **Inculcate** Yogic life style. Embrace **YOGA**. Embrace **Satwik** life style.
- Eat healthy Food. Balanced diet. 'You are what you eat'. Keep one fourth of the stomach empty. **Eat lots of fruits and vegetables**.
- Get exposed to **sunlight** on daily basis
- Earn good **friends**.
- Have six to eight hours of **sound sleep**. Learn the art of **relaxation**.
- Keep **smiling**. Be **positive**. **Let Go** is IMP.
- **Wealth = Money + Peace**
- **Financial Planning** is one of the keys to **happiness**.

25-03-2023

RVIM and NCW "Second Innings Movement"

41

Dr. Bung discussed yoga practice at length and taught meditation techniques to all the participants. The session ended with a video clip of a movie "Tumhari Sulu" to encourage women to think about themselves first. To motivate them to put their priorities and interest first.



# SAMPLE FEEDBACK FORM



## Promotion of Work for Housewives: Career Counseling Sessions for Home Makers

singhpadmalini@gmail.com (not shared) [Switch account](#)

\* Required

### Demographic details

Occupation \*

Your answer \_\_\_\_\_

City/State \*

Your answer \_\_\_\_\_

email address \*

Your answer \_\_\_\_\_

Please provide your valuable feedback about the Seminar \*

Excellent    Very Good    Good    Fair    Poor

Relevance of  
contents  
covered under



# ANALYSIS OF FEEDBACK

To assess the experience of the workshop among participants, a feedback form was created using google forms and the link was shared among the participants towards the end of the programme. 50 participants gave the feedback online whereas many participants sent their feedback through mail and used Chat option during webinar.

**Table 1: Relevance of contents covered under each session**

<b>Particulars</b>	<b>Number of respondents</b>	<b>Percentage</b>
Excellent	43	86
Good	7	14
Fair	0	0
Poor	0	0
Very poor	0	0
Total	50	100%



**Table 2: Adequacy of coverage of contents under each session**

<b>Particulars</b>	<b>Number of respondents</b>	<b>Percentage</b>
Excellent	41	82
Good	9	18
Fair	0	0
Poor	0	0
Very poor	0	0
Total	50	100%

**Table 3: Knowledge and expertise of the resource person**

<b>Particulars</b>	<b>Number of respondents</b>	<b>Percentage</b>
Excellent	42	84
Good	8	16
Fair	0	0
Poor	0	0
Very poor	0	0
Total	50	100%





**Table 4: Time duration allotted for each session**

<b>Particulars</b>	<b>Number of respondents</b>	<b>Percentage</b>
Excellent	34	68
Good	10	20
Fair	6	12
Poor	0	0
Very poor	0	0
Total	50	100%



**Table 5: Handling of Question and answer session**

<b>Particulars</b>	<b>Number of respondents</b>	<b>Percentage</b>
Excellent	45	90
Good	5	10
Fair	0	0
Poor	0	0
Very poor	0	0
Total	50	100%

**Table 6: Overall Experience of the Webinar**

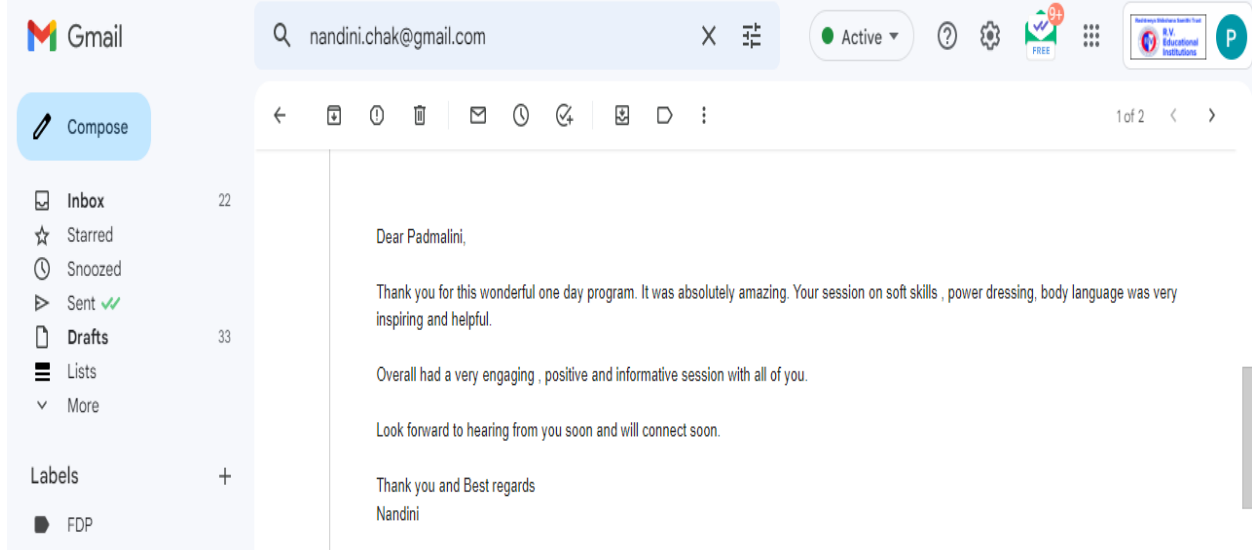
<b>Particulars</b>	<b>Number of respondents</b>	<b>Percentage</b>
Excellent	48	96
Good	2	4
Fair	0	0
Poor	0	0
Very poor	0	0
Total	50	100%



## FEEDBACK SUMMARY

A total of 50 participants filled the feedback link of the workshop. The outcome of the feedback analysis is that the participant are extremely satisfied with coverage and relevance of contents of the Webinar.

The participants also expressed that the knowledge and expertise exhibited by the resource person was excellent and time duration allotted for each session was also satisfactory. Overall, the participants are contented with the experience of the webinar that enhanced their capacity building.



Snapshot of the feedback shared by few participants



## CONCLUDING REMARKS

The closing remarks and vote of thanks for the webinar was proposed by Dr. Padmalini Singh, Associate Professor, RV Institute of Management. Dr. Padmalini expressed her immense pleasure to propose vote of thanks to National Commission for Women for sponsoring the programme. She conveyed her gratitude to the Director, Dr. Purushottam Bung, Director, RV Institute of Management, Bangalore and organizing team members, coordinators and technicians for extending their heartfelt support for conducting the programme. On behalf of National Commission for Women and RV institute of Management, Bangalore, Dr. Padmalini conveyed her gratitude to all the experts for extending their knowledge to the audience.

It was stated that the programme was a good attempt to render required knowledge about building personal and professional capabilities for the participants to gain confidence and prepare themselves for demanding world. This kind of programmes are need of an hour that helps to boost the confidence among women and provide right guidance to start their second innings. This programme was helpful for the participants to get updates with the demands expected in the industry these days.

The knowledge and demonstration on how to choose the right career opportunities for the second innings through counselling sessions and workshop has proved to be a game changer among the participants.

Overall the programme experience was truly remarkable and the feedback provided by the participants are exceptional.





## MEDIA COVERAGE



Search



RV institute of management Jayanagar organised "national Commission for women's" program.



GPM news 24x7  
1.52K subscribers

Subscribe

4



Share



The news was covered by GPM News.

<https://www.youtube.com/watch?v=nsP2rC9EGbQ>