Press Release

Rotaract Club Of MCKVIE Organises First EditionOf ASCENDIO

Kolkata, 4th March, 2017: Rotaract Club of MCKV Institute of Engineering organised the first phase of **ASCENDIO**, an Entrepreneurship Awareness Workshop for women. **Prof. (Dr.) ParasarBandyopadhyay, Director, MCKV Institute of Engineering**, inaugurated the programme, followed by an insightful session by**Mr Soumitra Chatterjee,Managing Director, DhruvsatyaCenter for Personal Transformation**on entrepreneurship and the role of women in Entrepreneurship.

"Women plays an important role in the society. Be it in household or in a professional environment, they have time and again proved their credibility &resourcefulness. The Rotaract Club of MCKV Institute of Engineering have thus taken the opportunity to put an additional impetus to their current project on **Women Empowerment** by felicitating two women entrepreneurs **Smt. Kamala Gupta** and **Smt. Neelam Kaur**, who run their local business in Liluah, with Lifetime Achievement Awards", said **Prof. (Dr.) ParasarBandyopadhyay, Director, MCKV Institute of Engineering.**

Smt. Kamala Gupta runs her independent PhuckaStall at G.T.Road, Liluah, after she lost her husband, three years back. She went against the will of her family to establish her small business. Now after the years have gone by the family acknowledges her determination, entrepreneurship skills and feels extremely proud of her. Whereas, Smt. Neelam Kaur runs her own Ladies Salon in Liluah alongside managing her household chores. Her family, especially her husband, has been very supportive in making her realise her dream and establish herself as an independent woman.

About MCKV Institute of Engineering

MCKV Institute of Engineering, an AICTE approved Institute, affiliated with West Bengal University of Technology, a World Bank (TEQIP II) funded, ISO: 9001-2008 certified Institute was established in 1999 as the pioneering self-financing degree engineering college in the District of Howrah, West Bengal. Renowned industrialists, distinguished educationists, reputed social workers and men of standing, under the leadership of eminent industrialist, Mr.ShyamSundarKejriwal established the College with a vision to impart quality technical education. The Institute offers 4-Year B. Tech Degree courses in the following streams on Automobile Engineering, Computer Science and Engineering, Electronics and Communication Engineering, Electrical Engineering, Information Technology, and Mechanical Engineering. The Institute also offers 3-Year Master of Computer Applications (MCA) and 2-Year M-Tech Programmes in Electronics & Comm. Engineering, ECE (VLSI Design), Computer Science & Engineering and Automotive Technology.

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