

Women entrepreneurs hold key to achieve double-digit growth rate:

Amitabh Kant

Focus on social & cultural roots, says fashion designer Sabyasachi Mukherjee

NEW DELHI, July 27, 2016: Mr. Amitabh Kant, CEO, Niti Aayog, today exhorted women entrepreneurs to exploit their immense innovative power and raise their contribution to India's GDP. Worldwide, women contribute to 40% to GDP while in India their contribution is 17%. "If women's share in India's GDP rises to 40%, the country would be able to add \$700 billion to its GDP by 2025," he said while addressing a **FICCI Ladies Organisation (FLO) meeting on 'Make in India: Hand Made in India'**

Mr. Kant said that India is an innovative society and this was demonstrated by the fact that over 1500 international companies had set up global innovation centres in India. He said India needs to grow at 9-10% annually for the next 10 years to take care of its myriad problems and this could be achieved through the dint of hard work of young entrepreneurs, especially women entrepreneurs.

Mr. Sabyasachi Mukherjee, Fashion Designer, in his remarks, said that today's millennials were exposed to luxury from modern gadgets to international schooling. "The 'Make in India' campaign cannot be successful if Indians do not understand the importance of being Indian," he declared.

Mr. Mukerjee said that Indians still think that what one gets outside is best in the world. This had to change. "If India paid as much attention to its social and cultural roots rather than just religion, India will be a different country," he said, adding that the day India starts organizing itself, China will become a distant cousin.

Ms. Vinita Bimbhet, President, FLO, said that after the Government's 'Make in India' campaign, the Niti Aayog's proposed 'Handmade in India' campaign will help revive the country's hand woven and hand crafted heritage and leverage the synergy between handlooms, art, handicrafts, khadi & village industries and play a bigger role in global markets."

A major highlight of the interactive session was recognition of women achievers from the Indian fashion industry who have been rallying behind the cause of handmade textiles. These achievers include eminent designer Asma Hussain for skilling India and reviving the heritage of Awadh; State awardee artist, Choti Tekan from Madhya Pradesh for reviving the Gond form of tribal art and Anavila Misra for innovative designs and a must have popular linen saree.

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