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More college girls prefer entrepreneurship to jobs

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Bengaluru: The entrepreneurship cell at RV College of Engineering here, built with central aid of Rs 25 lakh, is abuzz with activity. Of the 40 students involved in various ventures, three are girls. It may be a small number, but

Rahul Sonthalia, e-cell adviser who's been with it for the past

four years, says it's the first time girls are giving it a shot.

Women entrepreneurs on campus are hard to come by. But now, girls are ready to take the plunge. Like Avisha

Sati, a second-year RVCE student, who breathes startups: "It's not just about making money," she says

There are so many challenges in a startup. You have to come up with an idea, then think of sustaining it. It's a dynamic process; you have to chalk out features to keep it live and updated." Avisha is making a beginning with a

“ Things are clearly changing — there is broader acceptance, gender diversity and technology to assist women. And there are role models like Kiran Mazumdar-Shaw to inspire young women.

S Sadagopan | DIRECTOR, IIIT-B



“ My family is not into entrepreneurship so startups were never part of my life. When I got a sales job, I was sure I didn't want it. I found people with a similar mindset. We went to our college's e-cell and got mentored for almost a year as we set up our venture

Sandhya Loganathan | STUDENT OF CHRIST UNIVERSITY

media consultancy.

Sushma Mahabala, a student of BMS College of Engineering, declined a placement offer from a corporate and registered her startup which organizes social events. "I started on my projects in college. My family was not convinced about startups and I worked on it secretly. Once they saw how my first project succeeded, they

agreed to it. Family support is one of the biggest issues for girls like us," she said.

Girls run three of the 12 projects in BMS's e-cell. "More girls are getting into campus ventures. They have fresh ideas and skills which will help them succeed," said Nagendra S, dean MBA. "There are many girls in technology now. The line between what can be done and cannot

has become thin," said Lakshmi J of Dayanand Sagar College. One of its projects is managed entirely by girls.

From running innovative restaurants to tuition centres for sports enthusiasts in schools who don't have enough time for regular classes, their ideas are indeed innovative.

"Sometimes there's so much peer pressure to go for placements. Many students accepted job offers but came back to us to help them mentor a startup. Once they get the feel of earning money by running a venture, it's hard to hold them back," said Sumita Kumar, e-cell coordinator, Mount Carmel College.

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