

# FLO Launches start up initiative 'DYUTI' for generating employment for women

Updated on 15 Nov, 2016 07:50 PM IST BY INVC Team

 INVC NEWS

New Delhi ,

FICCI ladies Organisation (FLO), an exclusive women's wing of the apex business body unveiled its startup initiative 'DYUTI' , a multi-level marketing business model for generating employment for women in the jewellery industry which is currently dominated by men across the nation.

"Dyuti' start up initiative has been launched under Swayam, E commerce- support cell set up by FICCI Ladies Organisation (FLO) for women entrepreneurs seeking support for nurturing, setting up and managing their business. The business model 'DYUTI' has been created to enable women entrepreneurs to work from home and connect them with the jewellery industry as well as the related services. " said Ms Vinita Bimbhet, President, FICCI Ladies Organisation (FLO) while launching the Dyuti initiative at an interactive session on "Can business be an agent for change?".

"FLO's support and mentorship cell 'Swayam' , an incubation centre for start ups targets only towards women entrepreneurs and works as a tool to support aspiring and existing women entrepreneurs. Swayam panel consists of specialists who understand the needs of startups with the potential to help women to grow their businesses, and in some cases change their lives. The objective of SWAYAM is to link the right mentors to women entrepreneurs in 15 locations Pan India. DYUTI, under SWAYAM is a step further in this direction" said Ms Bimbhet.

" The word Dyuti, is synonymous with Goddess Laxmi and it is an exclusive business model that has been designed to create entrepreneurial opportunities for women who are successfully managing their households or jobs and want to earn some extra money" said Ms Bela Badhalia, FLO Governing Body Member and Past Chairperson of FLO Jaipur Chapter who has conceptualised the initiative.

"Women entrepreneurs have an edge over male entrepreneurs, this is going to radically change the story of the country's future and its approach to creating economic value. Women will outperform for several valid reasons. Women leaders in India have a better feel of the household spending patterns. They understand consumer perspective better. world. India can grow at over 10-11% if we include women in the economic process and Make in India program .We need to use their viral energy to build new businesses - from traditional industry to startups. They have a way of building trust with customers, shareholders and also there is a great level of diversity when come in forefront"said Famous Bollywood actress Raveena Tandon, Speaking on the occasion.

Raveena said " Its the system which has failed women in the country . In Nirbhaya rape case the justice has been delayed which is hurting women across the nation".

About her upcoming movies Shab and Matr, she said "My movie director Onir's Shab is with newcomers Ashish Bist and Arpita and another one is Ashtar Sayed's Matr, which deals with violence against women.

Shab is an emotional story, where I play a high-society woman who is in a relationship with a younger man, while Matr is a social drama. I found the script very gratifying, as it showed how one can deal with criminals indulging in crime against women, while remaining on the right side of the law. As a society we need to change our laws to protect women.”

On the occasion of the launch an interesting panel discussion on “Can Business be an Agent for Change?” was also organised. The eminent panelists were: Princess Diya Kumari, MLA Sawai Madhopur, Jaipur; Raveena Tandon, Actor, Producer, Columnist & former model and Kalyani Saha Chawla, Entrepreneur.

<https://www.internationalnewsandviews.com/flo-launches-start-up-initiative-dyuti-for-generating-employment-for-women/>

[www.internationalnewsandviews.com](http://www.internationalnewsandviews.com)