

BML Munjal University ties up with ELSA

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BML Munjal University (BMU), Hero Group's not-for-profit university, today announced their association with ELSA, the Lady Shri Ram College Alumni Association, to strengthen their 'Women in Leadership' programme and also create bespoke programmes for LSR Alumni. BMU runs a special 'Women in Leadership' programme with the aim to prepare women for leadership positions by enabling them with knowledge, skills and abilities to identify their unique strengths and career potential while making a significant contribution to their organizations.

BMU and ELSA - Alumni Association of Lady Shri Ram College for Women, have partnered to develop programmes specially designed for women in leadership, women entrepreneurs and women looking to rejoin the workforce. These would be exclusively offered within the ELSA community. ELSA alumni from Lady Shri Ram College would also engage with BMU as guest speakers as part of the Leadership Series.

Workshops are being jointly designed to support women at various stages of their careers, including leadership workshops, workshops to upgrade their knowledge and skills portfolio, and peer group support. This also includes a unique basic business workshop for women entrepreneurs and sessions on different aspects of scaling women-led businesses such as legal compliances, taxation, finances, and inventory management. The sessions will also cover the marketing and the digital aspect of businesses, discussing the latest trends in the space.

The ELSA Association aims to help women gain greater confidence in their abilities and leadership styles. By the end of the programme, the participants will have attained new perspectives in dealing with organisational challenges and will be able to craft their own success stories.

According to Dr. Vishal Talwar, Dean, School of Management, "At BMU, we believe in holistic education. We encourage such associations as it is of tremendous value-add for our university and all our stakeholders. BMU's Women-in-Leadership programme is in line with ELSA's mission to drive social change through empowerment of women. We believe this programme will elevate the impact of women leaders by enabling them to navigate the business landscape, develop & leverage their talent and prepare them to address the challenges along with responding well to new opportunities. "

"The partnership between BML Munjal University and ELSA will give a strong impetus to capacity building from mentorship to entrepreneurship and skills building programmes, and in line with the alumni' vision to strengthen exchange of knowledge and best practices," said the Executive Committee of the ELSA - LSR Alumni Association. "The ELSA - LSR Alumni Association believes in Paying it Forward, and is committed to creating a strong platform for its alumni to connect, network, grow and support each other," they added.

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