Mr. Yasser Usman,

Journalist and Author

Dear Mr. Usman,

Greetings from the Ladies’ Wing of IMC Chamber of Commerce and Industry!

We take this opportunity to brief you about one of the major events of the IMC Ladies' Wing – IMPACT.

March being an International Women’s Day month, IMC Ladies' Wing every year has been enthusiastically involved in making it more than just a celebration through its initiative- IMPACT that celebrates and honours every facet of womanhood in the most contemporary and relevant way.

In the spirit of its commitment to address women’s issues, empower their social, political and entrepreneurial status and provide a forum to create solutions, IMPACT endeavours to bring together people diverse in experience.

The theme for IMPACT 2021 is **"Unleash Your Inner Power".**

**We request your kind participation for the event; to curate the conversation with Ms. Gajra Kottary and Ms. Ridhi Sarda.**

The event will be held on **Tuesday, 30th March 2021 at 3.30 pm through Zoom Video Conferencing.**

Your erudite insights, being a renowned author and a television journalist will add value and give further impetus to our event.

Please find attached herewith the profiles of Ms. Gajra Kottary and Ms. Ridhi Sarda for your kind perusal.

**We would request you to kindly send us your detailed and abridged profile and a high resolution profile picture**.

We look forward to your kind response. Thanking you in anticipation.

Warm Regards,

**Anuja Mittal                                                             Jyoti Doshi**  
President                                                                   Chairperson  
IMC Ladies’ Wing                                                    IMPACT Committee 2021

**About IMPACT -**

For several years, the IMC Ladies’ Wing has organized conclaves exploring varied subjects through discussions and seminars. We have felicitated women from different backgrounds who have left an indelible mark in their respective fields. The aim each year is to focus on insights of how women in the 21st century have emerged in their own right.

Through the years, a succession of luminaries have graced IMPACT celebrations - Justice J. S. Verma, Justice B. N. Sri Krishna, Mr. Ashwani Kumar, Mr. Satyapal Singh, Ms. Shabana Azmi, Ms. Kokilaben Ambani, Pandit Jasraj, Ms. Nita Ambani, Ms. Rani Mukherjee, Dr. Jamuna Pai, Ms. Raveena Tandon, Ms. Sabira Merchant, Ms. Jaya Bachchan, Mr. Javed Akhtar , Ms. Mary Kom, Ms. Priya Dutt, Ms. Diana Hayden, Ms. Esha Deol, Ms. Gauri Shinde, Ms. Hema Malini, Ms. Lillete Dubey, Mr. Milind Deora, Ms. Mrunalini Deshmukh, Ms. Neha Dhupia, Ms. Smriti Irani, Ms. Usha Uthup, Mr. Shiamak Davar among others, have all graced the occasion, moderating, interpreting and reflecting on various themes through seminars and panel discussions.

**About IMC Ladies’ Wing -**

The Ladies' Wing of IMC Chamber of Commerce and Industry (then known as the Indian Merchants' Chamber -IMC) was established in 1966.

The IMC Ladies’ Wing, while tethered to its parent body, is a thriving forum for creating socio-economic awareness and encouraging the spirit of enterprise, boasting of over 2,000 women members from various professions -- entrepreneurs, professionals, corporate leaders, academicians, bankers, journalists, artists, social activists and home makers – all of whom bring their own knowledge and insight to the Wing. It is the oldest and most successful ladies' business organisation in India.

The wing is poised to add new dimensions and address concerns and challenges of the present times through debates and constructive dialogue on various subjects, ranging from politics and economics, to culture and development, hoping for a new era of change.

The IMC Ladies Wing seeks to nurture the development of an egalitarian inclusive society for a rapidly growing India. It is a true reflection of the changing status quo for women and their role in the society.