9th December, 2019

Mrs. Rajashree Birla,

Chairperson

Aditya Birla Centre for Community Initiatives and Rural Development

Respected Mrs. Birla,

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

The Ladies’ Wing of IMC Chamber of Commerce and Industry would be honoured and privileged to have you as our **Chief Guest** at the**27th IMC Ladies’ Wing Jankidevi Bajaj Puraskar function** scheduled on:

**Date:** Tuesday, 7th January, 2020

**Time:** 3:30 pm

**Venue:** Walchand Hirachand Hall, 4th Floor, IMC Premises, Churchgate, Mumbai.

**Duration:** Approximately 1 hour 15 minutes

Your enlightening thoughts and insights will inspire the award winner and our guests.

The 113-year old IMC Chamber of Commerce and Industry is the only Chamber in India that was patronised by Mahatma Gandhi and accept its honorary membership — a rare honour bestowed upon any chamber of commerce in the country. Its 53 year old Ladies' Wing encourages socio-economic independence of women through education, knowledge and skills.

The Bajaj Group, representing India’s leading Bajaj family, have instituted and supported this award for an uninterrupted twenty seven years. The Jankidevi Bajaj Puraskar has now assumed considerable national importance. This Puraskar is conferred on an Indian woman who has made significant contribution towards rural business entrepreneurship. The Wing is privileged to be associated with the Bajaj family, a name synonymous with philanthropy and Gandhian values.

A Distinguished Panel of Judges headed by **Mr. Mukul Upadhyaya**meticulously selects the winner from the nominations received for the Puraskar from all over rural India.

**The 27th Jankidevi Bajaj Puraskar 2019 has been conferred on Mrs. Ruma Devi, this year.**

Mrs. Ruma Devi is the President of Gramin Vikas Evam Chetna Sansthan, Barmer. An expert craftsman, she has trained 22,000 artisans from 75 villages, working in the Thar region of Rajasthan. She has been a promoter for handcrafted products made by Tribal women. She has been the chief initiator and motivator in making women attend training workshops conceptualized by her for better skill development. She has also designed contemporary products in furnishings and apparels to reach out to the youth of today and popularize and promote handcrafted goods at the international level. As president GVCS she has brought international fashion designers to the doorsteps of rural women artisans proving to be a direct link between the two. A role model and initiator of change she has been successful in generating continuous income for artisans and their families. Her business model in the field of innovation has won her critical acclaim at the national and international level and has helped women artisans reach out new clientele. A crusader for Justice Mrs. Ruma Devi today is the face of women empowerment. Her story has inspired numerous other women to stand up and question male dominance.

We shall be honoured to have your acceptance of our invitation.

Warm Regards,

 

Vanita Bhandari Nayantara Jain

President Chairperson

IMC Ladies’ Wing JBP Committee 2019