

For Immediate Release

IEEMA Women in Power Chapter organises “Prarambh”: A Journey towards Self-Belief

June 29, 2021: IEEMA “Women in Power Chapter” organised its first event, “Prarambh” - A Journey towards Self-Belief on July 27, 2021. The event was inaugurated by Sister BK Shivani, Spiritual Leader and Motivator and witnessed an interactive session by Ms. Seema Gupta, Director (Operations), PGCIL. Other dignitaries present during the inauguration were Mr. Anil Saboo, President - IEEMA, Mr. Vijay Karia and Mr Neeraj Nanda, Vice Presidents - IEEMA and Ms. Mira Parasuram, Chairperson - IEEMA WIP Chapter. The virtual event witnessed the presence of more than 1000 delegates.

Mr Anil Saboo, President - IEEMA articulated the delegates stating, “For the first time, ELECRAMA 2020 created a platform “Women Empower” to discuss challenges and experiences of women in power segment. Developed countries have about 50% women working, while core power sector in India has only 6-7% sector. It is with the vision to inspire women participation in power sector and to acknowledge the women leaders of the industry that we have created the Women Empower initiative.”

Ms. Mira Parasuram, Chairman - IEEMA Women in Power Chapter, said, “This is a platform where we connect as engineers, researchers, administrators, specialists, regulators, leaders, entrepreneurs and as business owners. While I did initially think that this spectrum of occupations might just be too diverse to really work, I quickly realized otherwise when I found so much learning, support and joy in our interactions. We are all Alpha- females in this Chapter and we are collaborating together to make this industry better and more inclusive.”

The star attraction of the event was Sister BK Shivani. She spoke at length on numerous issues. She expressed, “These are testing times during COVID-19 pandemic, and the mental health of everyone around the globe has also being affected adversely. In order to build our emotional resilience while dealing with the COVID-19 crisis, we need to have a cool and positive mind. But the skill to learn is how to build emotional resilience that we can get there by consuming less information.

She further added, “Thinking less is the key. To make our minds more powerful, we need to think less and think right. Even before COVID-19, we have been living a life of emotional dependence. When the global crisis came, we said together that fear and anxiety is normal. As a society, the message we were giving was that these times are normal, these are tough times and that fear and anxiety is normal.”

While Ms. Seema Gupta, Director Operations Powergrid, opined, “Hard work and determination to overcome all hurdles are the essential ingredients in the life. Till a decade ago, power sector was perceived as rugged, field based job and was not too attractive as a

career option for women. However, with emerging technologies at micro level, the sector has transformed itself as a digitally savvy and attractive career opportunity for all. However industry is also to pave way for gender inclusive recruitment policy.”

Press Queries:

Gurleen Salgotra: gurleen.salgotra@ieema.org; 8826122225

Shalini Singh: shalini.singh@ieema.org; 8860218758

Indian Electrical & Electronics Manufacturers' Association: IEEMA is the apex association of manufacturers of electrical, industrial electronics and allied equipment in India. Founded in 1948, IEEMA members contribute to more than 90% of the power equipment installed in India. The Indian electrical equipment industry size is of USD 50 billion with exports of USD 8.5 billion and the power equipment share in the capital good industry is about 50%. IEEMA plays a crucial policy advocacy role with government and its agencies. It works closely with standardisation bodies, R&D organisations and testing institutes for formulating Indian standards for developing energy efficient products. IEEMA evolves and operates equitable and uniform PVC Clause and due to its unbiased approach, IEEMA PVCs have gained recognition and credibility over last 3 decades. IEEMA holds product specific conferences, seminars and large exhibitions like ELECRAMA, distribuELEC and E3.