

## eWIT Invites You To

### *Role Model Series*

*on*

### **The New Plan A**

- Work to become, not to acquire

*on*

**2nd November 2018, Friday**

#### The Theme

Mid-life is a challenging phase particularly for career women when they have to play a balancing act of managing several aspects of personal and professional lives. Many of them drop off the radar especially in their forties. They often need to take a mid life career break, introspect and then resume their career journey, if at all. Several studies point out to the low participation of women at senior levels (around 18% only); and how just about only half that number of women are present at middle management levels.

The reasons for this phenomenon have been analysed in the book, "The New Plan A" and some insights drawn from published literature. The key decision points around mid-life for a working woman- namely - the impact on the immediate family, realigning financial goals; managing finances and planning for the next step are also covered in depth. The authors' have based it on their personal experiences.

Listen to them talk about what women can do to re-equip themselves during a midlife break and what kind of interventions will be helpful in her getting back to work.

#### Speakers

**Dr. K. Rajeshwari**, Associate Professor, Great Lakes

**Dr. Geeta Ramanathan**, AVP, Murugappa Group

**Moderator: Ms. Nirmala Gopalakrishnan**, President, eWIT

#### Program

04.00pm-04.30pm – Registration & Tea

04.30pm-04.45pm - Welcome & Introduction

04.45pm-05.45pm – Talk by Dr. Rajeshwari & Dr. Geetha Ramanathan

05.45pm-06.00pm – Q&A

06.00pm – 06.15pm - Wrap up (Books will be made available for purchase at the venue)

#### Venue

GAVs Technologies, No: 11, Old Mahabalipuram Road, Sholinganallur, Chennai – 600119

Pre-registration is a must

Register on or before 1st November 2018

**Registration is Free for members & partner organisations' members**

Non-members need to become a member to attend the event