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pioneeradmin • 09/03/2024

37 1 minute read



Saturday, 09 March 2024 | PNS | DEHRADUN

UPES announced a corpus of Rs 50 lakh for the Runway Programme – to support startups founded by women entrepreneurs. The university also pledged its support to 50 women scholars pursuing PhD at UPES by offering them fellowships. A Rs two a lakh insurance cover specifically designed for the women support staff was also announced. The announcements were made at the launch event of 'Aaj Ki Rani' musical video. The song is sung by noted singer Daler Mehndi to music composed by Nishant Ramteke with lyrics by Sharad Mehra, the chairman of HERS, the sponsoring society of UPES.

Flagging off a women's bike rally on the occasion, the chief minister's wife Geeta Dhami said that UPES has been lending its support for the underserved sections of society from time to time. "The women in our society, State and country shoulder several responsibilities and strengthen the economy. They deserve all the appreciation they get," she said.

UPES vice chancellor Ram K Sharma said, "In our ongoing efforts to support and uplift women, we are committed to providing opportunities for their education, skills training and personal growth. Through such initiatives, like the Women's Day event and the Rs 50 lakh corpus for women-led startups, we are working towards a more inclusive and empowered society."

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