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# Abans Empowers Women Entrepreneurs To Commemorate 50th Anniversary



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The attendees of the workshop held in Kurunegala.

Abans, in collaboration with the Women's Chamber of Industry and Commerce (WCIC), held a series of workshops on the 'Fundamentals of Marketing' for women entre□preneurs outside the Western Province. Having taken place throughout the month of March, 2019 this workshop initiative commemorated Abans' milestone 50th anniversary, and embodied the conglomerate's legacy of female entrepreneur□ship and innovation

"Our aim behind launching this meaningful workshop initiative was not only to celebrate our proud 50-year entrepreneurial history, but also encourage women entrepreneurs with the skills and knowledge needed to succeed in their given fields of business. We also desired to empower women entrepreneurs to fulfill their career goals, be it opening a salon, launching a restaurant, or even starting their own retail chain like Aban Pestonjee, our Group Chairperson and Founder," said Dr Saroshi Dubash, Director, Abans Group

The workshops were conducted by Tusitha Kumarakulasingam, Marketing Consultant, with the participation of over 100 women entrepreneurs from diverse fields of business. Each session focused on how to apply the universal five P's

marketing mix construct to promote the products/ services offered by the participants' specific businesses. Interspersed throughout the workshop sessions were interactive activities that emphasized engagement and team-building.

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Further, at the Kandy Workshop event, Dr Dubash delivered a motivational speech, which reflected on Abans' founding as a small corner store by Group Chairperson Aban Pestonjee, and emphasized how her clear vision led to Abans Group being the corporate giant it is today, 50 years later