

## Press Release

### **Hon'ble Minister of BC Welfare, Gangula Kamalakar To Inaugurate COWE Day-Care Centre**

**Hyderabad, 5th April 2022:** Confederation of Women Entrepreneurs (COWE), would launch Aveksha Day Care Centre on 10<sup>th</sup> April 2022 at CSIA Building Cherlapally.

Aveksha, COWE day care centre would be inaugurated by Sri. Gangula Kamalakar, Hon'ble Minister of BC Welfare along with Sri. Jayesh Ranjan, IAS, Principal Secretary of The Industries and Commerce (I&C) And Information Technology (IT) Departments of Telangana, Mr. E V. Narsimha Reddy, VC&MD, TSIIC & Mr. V. S. V Rao, DMD, SIDBi

The event is being hosted by COWE Day-Care Committee headed by the Chairperson Ms. Aartee Patil along with Sri. K Harish Reddy, Chairman, IALA-Cherlapally, Sri. B. Siva Sambhi Reddy, Secretary, Federation of Telangana Industries Association, Sri. R. J. Mohan Rao, President, Cherlapally Small Industries Association and Sri. O Vasudeva Reddy, Secretary, Cherlapally Small Industries Association.

COWE aims at empowering women by facilitating skills through capacity building initiatives and make them successful entrepreneurs. Keeping it in view COWE conceived a novel idea of extending support to working women especially in the industrial sector and under privileged sections of society. This resulted in launching of Aveksha day-care Centre and pre -school project. The project aims at providing Free day-care to under privileged children of industrial workers and laborers, so the women can focus on their job and economic independence.

The focus of the project is to strategically position Aveksha Day-care centres in industrial areas with cluster of industries employing women workers can avail the services for free.

The initiative is powered by SIDBI and well supported by the Ministry of Women & Child Welfare, Department of Textiles & Handlooms, TSIIC Industrial

Area Land Authority, Industrial Associations and many corporates as part of CSR activity.

To make this dream of COWE a reality, the first pilot project of Aveksha day-care centre was launched in Apparel Export Park, Gundlapochampally, Telangana in 2019 which received a tremendous response.

COWE scaled up its operations in other potential locations and launched 4 centres in industrial areas of Charlapally Phase -1, Jeedimetla phase 2, Uppal & Kalkal. The day-care centres are equipped with all the necessary amenities along with trained care takers, recreational facilities and joyful learning environment to encourage children enjoy their stay during the day time.

Established on 22nd November 2004 in Hyderabad, COWE is a pan India not for profit organization. It is an initiative by women entrepreneurs with strong focus on women empowerment. COWE started with six women entrepreneurs that gradually scaled up its operations with its presence in 11 states in India and more than 1000 members.

\*\*\*\*\*