



I'm Pooja Nikhil Patel. (LEFT) I run an evolving volunteer association into Event Conceptualization and Management, Events2Empower. The association stands for women empowerment and helps women engage with a sense of purpose in life, apart from being marvellous homemakers. The idea is to help them develop a strong sense of identity that installs a sense of confidence in the face of midlife crisis. The association works with an objective to provide a platform for families to connect at a social level and for the women organisers to realise their potential as entrepreneurs and feel empowered.

This venture is very close to my heart as I, myself have been a protagonist- one who had an urge to connect back to life, after quitting my career to be a good mother and a good wife. I was a travel and tourism professional before getting married and moving on a family way. Three years after my marriage, I started realizing that the underlying cause for my deteriorating health conditions was being unable to justify my existence as an individual with a sense of purpose in life. Later on, with the support from my family and appropriate medical intervention, I gained the vigour to promise myself that I will revive myself again, better than what I was before. That's when I got connected to the team at Barking Library n specially respected Mr.Zoinal Abidin my mentor and with their continued cooperation and support (in terms of

venue hosting and logistics) I started conducting small scale events at Barking Library. It all started with roping in women from the neighbourhood, friends and family circle; mobilizing random resources and making small scale events happen. It was gratifying to visualize happiness in the eyes of fellow women, who got a platform to utilize their latent talent, dexterity and skills and above all, a monetary motivation!

Businesses that intend for inner wellbeing of its stakeholders and have a social face are bound to scale higher and higher. One event after the other, is taking us to a different level of satisfaction. Over a period of time, we have understood that these events are not only helping women realize their true potential on a professional and personal level, but also providing the patrons an promising opportunity for recreation and socialization. Human beings have a basic need to socialize, to randomly connect to fellow beings. Our fast paced urbane lifestyle inhibits the realization of this basic need, leading to many physiological and psychological ailments. We, at "Empowering Women", aspire to help individuals connect to the basic purpose of human existence, i.e. to socialize, be happy and make others happy!

All the events conducted by our team are a vibrant affair with life! With every event, there's lot of fun, merry making, recreation, socialisation- new faces, new bonds and a platform for the families to groove to the tunes of life and togetherness!

Events2Empower has conducted the following events: 1. Diwali (the Festival of Lights) market 2. Christmas fun day 3. Easter Fayre 4. Valentine's evening 5. Holi, the festival of colours 6. International Women's day

Most of these days' events have been conducted under the patronage of the team from Barking Library. Their constant support and cooperation has helped Events2Empower make humble beginnings and reach where it is today.

Each of these events corresponds to a festivity that holds significance for members of a particular community/ religion. However, we witnessed cross-cultural extravaganza, where people from different nationalities celebrated each of these events with true spirits, whether or not it had religious or cultural significance for them. I want to pass a message to all the women seeking for a sense of purpose in life to embrace Events2Empower association. We believe in the more, the merrier!