



**BCC&i**  
AIDING BUSINESS  
SINCE 1833

with



Present

# 4<sup>th</sup> Edition of **PINK IT 2025**

*For the Women IT Professionals and Entrepreneurs*



**7<sup>th</sup>**  
March 2025



4.30 pm onwards







Five Mad Men,  
Salt Lake Sector V  
Kolkata





*The Bengal Chamber of Commerce and Industry (BCC&I) is presenting the 4th Edition of Pink IT – an annual forum for women IT professionals and entrepreneurs on 7th March 2025 at the 5 Mad Men Gastropub, Salt Lake.*

## **Why Pink IT?**


-  Peer Group Connect
-  Sharing thoughts
-  Learning from others
-  Building a force together to overcome similar obstacles


One of the effective ways of overcoming the gender-based challenges in the industry is to develop a support group of peers. Reaching out to colleagues, not only from the same organization but from various entities from the same industry may broaden the perspectives to deal with similar concerns at work place. A range of experience groups may also help in learning the nuances of the industry. Newer opportunities may also evolve through the network.

***This year, Pink IT will focus on self-growth to become future leaders, including:***

-  **Self-Finance:** Emerging Women leaders must take control of their financial future for two primary reasons- fostering gender equality and promoting sustainable economic development. Additionally, financial growth on an individual level is a mirror of performance and professional growth. Therefore, this year's Pink IT will feature detailed discussions and insights of Women Leaders' perspectives on self-finance for emerging women leaders.
-  **Stress Management:** Work life balance may be an area of concern for many. For most women, excelling at work place, in many cases overcoming the gender biased stereotypes, may also be major trigger for stress and anxiety. Mental Wellbeing is important for holistic growth. Therefore, this year's Pink IT will create a forum to learn from experts and also create a support group to deal with stress and mental health issues. By prioritizing self-care, setting boundaries, building a supportive network, and developing healthy coping mechanisms, future women IT leaders can navigate the challenges of their roles while maintaining their well-being.



 **POSH:** As women professionals and entrepreneurs, it is important to safeguard vulnerabilities and be aware of the rights. Sexual Harassment of Women at Workplace Act 2013 provides a structure at work place to make it a safer environment. This year's Pink IT will feature discussion with expert and interaction among the participants to create awareness on POSH.

 **Leadership:** Pink IT has always invited women leaders from the tech industry to share their journeys which may be learning as well as motivation for the participants. This year too, Pink IT will feature Leadership Address.

## GLIMPSES OF THE 3<sup>RD</sup> EDITION

*Women Leaders sharing their expert insights*



*Interactive Session with audience*





## Vibrant Audience of Pink IT



**Participation fee- Rs 1,900 + 18 % GST**

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**Beneficiary Name: The Bengal Chamber of  
Commerce and Industry  
Bank Name: Canara Bank  
Bank Account Number: 95001010000017 (Current)  
IFSC Code: CNRB0019500  
BCC&I Address: Royal Exchange, 6 Netaji Subhas  
Road, Kolkata 700001, West Bengal Kolkata**



### Registration Link

<https://forms.gle/2QaEZe5fKQPKMy3t8>

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