

Dharma Wanita Persatuan UPNVJ Holds Entrepreneurship Talk Show

Wednesday, 11 December 2024 16:02 WIB

**SEMINAR KEWIRAUSAHAAN
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UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAKARTA

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HumasUPNVJ - Dharma Wanita Persatuan Universitas Pembangunan Nasional "Veteran" Jakarta (DWP UPNVJ) today (11/12) held an entrepreneurship *talk show* with the theme: "Creative, innovative and independent women entrepreneurship in the Digital Era" which was attended by various groups, such as lecturers, employees, wives of employees and DWP members in the UPNVJ environment at the Bhinneka Tunggal Ika Auditorium UPNVJ.

This event was held to encourage the spirit of entrepreneurship which aims to provide insight and inspiration to participants to be more active in developing entrepreneurial potential, especially among women. DWP UPNVJ presents *the owner of D'Pita*, a housewife who has successfully run a business engaged in the field of *crafts* and *culinary*, namely Puspitaningrum Pratiwi. The business run by Puspita is *craft* products such as: Bags, Wallets, Knitting, *home decor*, patchwork applications, mukenah and so on. In addition to Crafita, Ibu Pita also opens a culinary business, such as various kinds of chili sauce, fish, meatballs, chips, and other foods

Puspita shared her experiences, tips, and challenges faced in building a business. Participants were also given the opportunity to discuss directly with the speakers about opportunities and effective ways to start a business, as well as how to overcome obstacles often encountered in the world of entrepreneurship.

In the opening of the event, the Chairperson of DWP UPNVJ, Rena Nantia Venus stated that this activity is one of the efforts to strengthen the role of women in the world of entrepreneurship, while opening opportunities for Dharma Wanita members to collaborate in developing various creative businesses. Through this event, it is hoped that a mutually supportive relationship can be established between individuals and institutions in developing the creative economy and small and medium enterprises (SMEs) as well as for empowerment for female employees and wives of employees and to grow and improve the entrepreneurial spirit in order to earn income or additional income.

Export tanggal : Wednesday, 13 May 2026 Pukul 12:22:10 WIB.

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