

# East Midlands Women's Ambassador is a 'Secret Millionaire'

One of the UK's most successful female entrepreneurs and a star of the hit Channel 4 show 'Secret Millionaire' gave the keynote speech at the latest Women's Ambassadors event for *emda*.



Kavita Oberoi, MD of Oberoi Consulting

Kavita Oberoi, Managing Director of Oberoi Consulting, talked about her background and the challenges she has faced and overcome to get where she is today.

Mrs Oberoi, herself a Women's Ambassador, was guest speaker at the event, held in Keyworth, in December 2008. She is the founder of the Derby-based company, Oberoi Consulting – an IT and business healthcare consultancy, which she started in 2001 – and now has a personal fortune in excess of £10m.

The Women's Ambassadors Programme was launched in 2007 to find successful ambassadors to help inspire more women to start their own business. Over 150 individuals have been successfully recruited in the East Midlands through the programme, which has been designed to maximise the potential of budding female entrepreneurs by sharing advice, expertise and inspiration.

Speaking about the importance of the programme, Mrs Oberoi, said: "I have become a Women's Ambassador because I want to help and inspire other women in the region to both make a difference to others through the network and to demonstrate that anything is possible with the right belief, focus and passion."

John O'Reilly, Business Support Director for *emda*, said: "The East Midlands Women's

Ambassadors network is providing inspiration to women across the region, and the fact that we now have such a high profile and successful businesswoman as Kavita on board will help to further strengthen and expand the network.

"We have made excellent progress and have already well exceeded our original target for the number of business people we aimed to recruit into the programme. This clearly demonstrates the level of enthusiasm and commitment that there is amongst business people in the East Midlands and I hope that many more will join the Women's Ambassadors programme in 2009."

For the Secret Millionaire show Kavita Oberoi travelled to an area of Birmingham with some of the highest unemployment in the country to meet people who never had the support and opportunities she herself has had.

Leaving her normal lifestyle and family behind, she lived undercover on a secret mission to learn about people's lives before donating tens of thousands of pounds to community projects.



## East Midlands Ambassadors success

The East Midlands' Women's Ambassadors programme was set up in response to MP Margaret Hodge's initiative to recruit a 1,000 strong network of inspirational entrepreneurs nationally to encourage women to get into business. The East Midlands' target was to enlist 100 business people as ambassadors by the end of 2009 and it has already recruited in excess of 150.

'Ambassadors' can be female or male (men are often cited as the 'role model' who helped a woman to go into business); they may own their own business; may run a successful organisation; may be community development workers; or they may advise women on starting or growing a business. Finally, they must be passionate about helping women achieve their potential through self employment.

Anyone wanting to become an Ambassador, or to find out how the network can help, should contact Laura-Jane Ranby, *emda*'s Business Support Diversity Manager on 0115 988 8461 or email [laura-janeranby@emd.org.uk](mailto:laura-janeranby@emd.org.uk)