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Marie France Chamary : “Empowering women in national economic and social development”

Written by [News On Sunday](#)



Marie France Chamary has recently been elected president of the Association Mauricienne des Femmes Chefs d'Entreprise' (AMFCE). This dynamic and determined lady is all set to sail in this new adventure. In an interview with News on Sunday, she elaborates on the role of AMFCE in today's business environment.

As the new president of the AMFCE, what are your priorities?

I will rather say continuity, not priorities. That is, build on and ensure the continuity of the work initiated in the past years, but we also want to bring change, so that we will be able to reinforce our base and prepare the future of the Association. Our focus as set in our Action Plan is on special key areas namely Recruitment and Retention, Strategic Planning, Communication and Team Bonding and CSR Projects.

This year, we will concentrate on CSR and other funding-related projects. Thus all our different actions for the present year will be focused on our social endeavour for women empowerment and also on members' and women development and growth. Through our action, we can give our members the opportunity to grow through a range of interesting, diverse and challenging activities; this will help us fulfill our objectives and at the same time give visibility to our association.

What are the objectives of the Association?

The three main objectives of the Association are as follows:

- Bring together women who have invested in or manage single-handedly or jointly businesses in the manufacturing, service or retail sectors
- Promote and encourage professional growth and life-long learning among its members
- Support young women entrepreneurs in their professional development

Up to now, what have been the major achievements of the Association?

Recently, the Association has been duly recognised by Empretec Mauritius in partnering for the successful implementation of the project funded by the European Union under Decentralised Cooperation Program for the economic & social empowerment of women and integration in the national development phase. Through this ongoing project, AMFCE has embarked on a social endeavour to empower women, particularly coming from the informal sector and who are vulnerable and disadvantaged. Our objective is to target 100 -150 vulnerable and marginalised people from defined regions - including women and low level industry workers in the informal sector; individuals living in precarious conditions; self employed and struggling women entrepreneurs in identified poverty zones; marginalised people and youth due to lack of skills and literacy.

Is it difficult for a woman to launch a business? If yes, what are the different constraints?

Women have various responsibilities to fulfill and being businesswomen is challenging. A woman needs to balance her personal and business life. Planning is very important in this case. As in every situation, in business also there are pros and cons. The main constraint is time management, as a woman has different roles to play. All you need is to remain focussed and consistent.

As president, what are your future projects?

We will follow our action plan and remain focused on Recruitment and Retention, Strategic Planning, Communication and Team Bonding and CSR Projects. As the economic and social empowerment of women is challenging, we are mainly focussing on this one. Recently we had a breast cancer screening campaign and awareness for women in the region of Curepipe and Floreal. Our other focus areas will be as follows: Development of visibility and informative materials, education and training on preventive health practices, such as sexually transmissible diseases (HIV /AIDS), health hazards and precautions (nutrition) health and safety at work and home, food handling and hygiene, coaching and mentoring. Our next event will be on breast cancer screening and awareness for women in the region of Rose Hill and Beau Bassin.

About Marie France Chamary

Married and mother of two children, Marie France Chamary has been a woman entrepreneur for the past six years and the director of ISYS Evolution. After her college studies, Marie France started to work at Rogers Company mainly in the logistics sector and after 23 years of service, she decided to be on her own. In 2009, she got a life time opportunity and became the director of her own company, namely ISYS Evolution Ltd which offers consulting services in the implementation of quality management system including process optimisation and also training in quality, customer care, leadership, communication related courses. She also works as a freelance with a certification body as auditor. Since four years, she has been an active member of the AMFCE. Two years ago, she was the vice-president.

About AMFCE

Founded in May 1986, the Association Mauricienne des Femmes Chefs d'Entreprises brings together women business-owners from all sectors of the Mauritian economy. In addition to its individual members, it also counts two institutional members, Entreprendre Féminin Océan Indien - Maurice (EFOI Maurice) and Entreprendre Féminin Océan Indien – Rodrigues (EFOI Rodrigues).

It is affiliated with the following organisation:

- Femmes Chefs d'Entreprise Mondiales (FCEM)
- Mauritius Chamber of Commerce and Industry (MCCI)
- Mauritius Employers Federation (MEF)
- Women in Networking (WIN) (Founder member)

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