



सत्यमेव जयते

MINISTRY OF MICRO
SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



The Power to Empower

100 SUCCESSFUL WOMEN ENTREPRENEURS IN MSME 100

A COMPENDIUM BY
FICCI LADIES ORGANISATION (FLO)



Supported by
Ministry of Micro, Small & Medium Enterprises
Government of India





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- ❖ Shriya Damani
- ❖ Stuti Jalan Sureka
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- ❖ Suman Sarda
- ❖ Sunita Mohanty
- ❖ Sushmi Nayak Kanungo
- ❖ Tanvi Loond
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- ❖ Vaishali Biyani
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- ❖ Vandana Misra
- ❖ Vijay Kapoor
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- ❖ Yeshoda Karuturi

ABOUT FICCI LADIES ORGANISATION



FICCI Ladies Organization (FLO) is the women's wing of Federation of Indian Chambers of Commerce and Industry (FICCI) with headquarters in New Delhi and 16 chapters pan India representing over 8000 women entrepreneurs.

FLO encourages and promotes entrepreneurship and professional excellence in women across all sectors and levels of economic activity.

FLO works at 3 levels:

Grassroots - Empowering Women in Agriculture & skill enhancement programmes to make them employable

Middle Level - Empowering Women Entrepreneurs & professionals with the right information and tools.

Senior level - Empowering Women in leadership roles and make them more effective in board positions.



नितिन गडकरी
NITIN GADKARI



सत्यमेव जयते



मंत्री
सड़क परिवहन एवं राजमार्ग और
सूक्ष्म, लघु और मध्यम उद्यम
भारत सरकार

Minister
Road, Transport & Highways and
Micro, Small & Medium Enterprises
Government of India

FOREWORD

I am glad to know that the 36th Annual Session of FICCI Ladies Organisation (FLO) is being organised on April 13 and 14, 2020 and also pleased to know that a Compendium of 100 success stories of women entrepreneurs engaged in MSME sector is being released on this occasion.

If India has to grow, we need to harness the potential of women empowerment. Swami Vivekananda ji once said "*the thermometer to progress of a nation is its treatment of its women and it is impossible to get back India's lost pride and honour unless Indians try to better the condition of women*".

In order to realise this vision, the Government has been focussing on a comprehensive roadmap taking a holistic approach to women empowerment in general and emancipation of the deprived section of our female population in particular.

Ministry of Medium, Small and Micro Enterprise (MSME) have been relentlessly working towards tapping the tremendous potential of women empowerment through various initiatives like Public Procurement Policy, Mahila Coir Yojana, PMEGP etc. Physical security, Health security, financial security and knowledge security are the five major segments of the policy initiatives of the Government, which have given unprecedented boost to the self esteem of our female population across the country.

Today women constitute an encouraging percentage of the total entrepreneurship in India. I appreciate the tremendous efforts undertaken by FLO in compiling the Compendium of 100 success stories of women in MSME. These stories of women entrepreneurs have come not only from the established business families but also from all walks of life across the country. I am sure this Compendium would showcase the success stories of women and also would set as a knowledge platform for all the future aspiring women entrepreneurs as it will provide information on best and successful business practices.

I wish the FLO and its organisers all the very best in their endeavour towards empowering women entrepreneurs.

(Nitin Gadkari)

New Delhi
March 13, 2020

FROM THE PRESIDENT DESK

Dear Friends,

Micro, Small and Medium Enterprises (MSMEs) play a significant role in the national economic development of any country. They provide majority of new jobs and produce much of the creativity and innovation that fuels economic progress.

Shri Nitin Gadkari ji, in one of his recent speeches shared that The MSME sector contributes 29 percent to country's GDP, and the government plans to take it to 50 percent in next 5 years.

The MSME ecosystem in India is an overflowing well of innovative ideas and creative solutions to a number of problems. But the number of women entrepreneurs and business owners is much lower than male entrepreneurs.

Only 13.76 percent of the total entrepreneurs in India are women, according to data by Startup India. There are just around 8 million female entrepreneurs, but the number of male entrepreneurs has crossed 50 million.

The participation of women in business is increasingly being recognized as fundamental to economic growth. Therefore, it is imperative that we invest in creating women entrepreneurs and give them an enabling and conducive environment.

FLO plays an integral part in this process and contributes effectively towards the growth agenda of the nation. Since the inception, FLO has been working towards empowering and enabling women entrepreneurs and professionals of India and working towards economic self-reliance. Our endeavor is to create economic possibilities for women at different levels and equip them to be in charge of their lives and participate in the sustainable development of the nation.

The Ministry of MSME is committed to ensure that women in India continue to play a vital role in the growth of the Indian economy. FLO is privileged to join hands in the process and work towards creating an enabling environment for women entrepreneurs.

During the International Women's Entrepreneurial Challenge Foundation, IWECA Awards hosted by FLO in November 2019, Shri Nitin Gadkari, Hon'ble Minister for MSME, Road Transport & Highways and Shipping announced to launch a compendium of 100 successful women entrepreneurs in MSME.

Shri Gadkari highlighted the role of women entrepreneurs in the economic development of our country and suggested that FLO, being a pan-India body of women entrepreneurs, could play an important role in documenting and highlighting the stories of women entrepreneurs, especially in MSME.

It is highly encouraging to see that we have a huge repertoire of women entrepreneurs in our country. No success is complete without documenting it. This is an attempt to collectively showcase the success stories of women in MSME, documented and recorded as inspirations for the next generation of women entrepreneurs

I would like to thank Hon'ble Shri Nitin Gadkari, Ministry of Micro, Small and Medium Enterprises, Minister of Road Transport and Highways of India and Shipping, Govt. of India. for supporting and endorsing this initiative.

With kind regards,

Harjinder Kaur Talwar
President, FLO

Thank you
Ankurita Pathak, Joint Director FLO for compiling and editing the Compendium

SUCCESS STORY OF THE PRESIDENT OF FICCI LADIES ORGANISATION 2019-2020

HARJINDER KAUR TALWAR

MD & CEO, Comvision (India) Pvt Ltd

GURGAON, HARYANA

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Website: www.comvision.co.in

*A pioneer in e-governance & Intelligent traffic/transport solutions,
Harjinder Kaur is a well-known name in the male dominated Industry.*



When women come up against obstacles, they see an opportunity to break through and spark change – believing failure to be impossible. Harjinder Kaur Talwar, MD & CEO at Comvision (India) Pvt Ltd, is one such person who saw this opportunity and made it possible. A self-made entrepreneur, she founded her company in 1995 with a humble start.

Today Comvision is CMM level3, ISO 9001:2015, ISO 27001:2013 & ISO/IEC 20000-1:2011 certified medium sized business organization. With a strength of over 150 employees and 4 offices across India, she stands tall as the only businesswoman, into the specific arena of intelligent traffic and transport solutions.

During her initial years in business, she took upon the challenge to change the way Govt. services were given to a citizen and gave a concept of multiple services of different Govt. depts. under one roof to India.

As she grew in business her company additionally went on to specialize in the road sector and today has strategic partnerships with world leaders in technologically advanced solutions in specific areas of intelligent traffic and transport. With her domain knowledge of Indian business and best of technology adoption, her company has become a name to reckon with, in the technology implementation in road sector as well.



ACHIEVEMENTS

Comvision provides one stop shop for IT solutions in e-governance arena of India as well as Intelligent transport solutions and free flow traffic solutions.

Her first such project "TWINS" implemented in Hyderabad in 1999 redefined the way Govt to citizen (G2C) services were delivered. The model was thus replicated PAN India by many other Govt. departments and these govt. departments soon adopted the concept of integrated multiple services under one roof.

TWINS was also showcased to the then US President "H.E. Bill Clinton" during his maiden visit to India.

Currently, her company is implementing Smart City projects in many states including Smart Garbage collection solution; Optimization and intelligence of traffic signals with respect to traffic in corridors; knowledge management and tools to streamline the traffic with the help of history data analysis.

Comvision has uniquely implemented the 'Double booth' for toll collection on a single lane of a toll plaza. The 'Double booth' concept enables the payment of vehicles on both the booths on a single lane. The crucial lane equipment, which are integrated for a booth operation will remain one set; e.g. barrier, Camera(s) & AVC will be one set for both the booths to do the toll collection. She is probably the first woman in the country to achieve Patent on a technology Invention.

CHALLENGES

In a predominantly male dominated industry, the first and the foremost challenge was to be taken seriously as an entrepreneur. People questioned her ability at every step and doubted her ability. She had to constantly interface with government departments and pitch her business ideas and it was difficult to convince them due to their limited assessments based on their gender.

Growing up in a State like Haryana and from a small town Jind, where women are considered unequal and weak, Harjinder had to defy all stereotypes and shatter the glass ceiling to become a successful businesswoman in her industry.

FUTURE PLAN

To be the best company in India and in 'Make in India' Category. She wants to give solutions for India, made in India and for Indian requirements.

BUSINESS DETAILS

- Business segment: Service Industry
- Registered with MSME: Yes
- Founder: Yes
- No of partners: 2



- Percentage of shareholding: 98 %
- Years in business: 25
- Number of people employed: 150+
- Important clients: NHAI, Airtel Payment Bank, NDMC, Port Trusts, Road Transport Corporations of India.

AWARDS & RECOGNITIONS

- Listed amongst the Top 10 women CEOs in the country by India Today
- IWECA AWARD (International Woman Entrepreneurial Challenge) 2010
- FICCI FLO award 2013 for outstanding achiever during Interstate meeting of 2013-14
- SAARC Women's economic Forum Award by Bimstec-SAARC for excellence in business category for the year 2016-17
- Woman Entrepreneur of the Year' by the SME Chamber of India during the SME Excellence Awards 2017
- Women economic forum-(WEF) leader of the decade award in 2018
- World Sikh Award in 2018 in category – Businesswoman of the Year
- Jewel of Punjab-2019



AAKANKSHA BHARGAVA

CEO, PM Relocations Pvt. Ltd



GURGAON, HARYANA

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Webiste: www.aakankshabhargava.com

21-year-old girl who stepped into her father's business as an underdog, as someone who wasn't considered the "fit" into the unorganized global relocation industry

CEO of one of the fastest-growing SMEs in India, a mompreneur, influencer, motivational speaker and travel blogger, Aakanksha Bhargava has constantly redefined her roles, breaking all the usual stereotypes of women in her field. As the CEO of PMR, she is leading one of the fastest-growing businesses in India. **P.M. Relocations** (PMR) – a Small-Medium Enterprise and one stop solution for mobility needs, with respect to anybody relocating within India or overseas. Aakanksha joined PMR when she was 21 years old. Under Aakanksha's leadership of 12 years, PMR expanded its base to 10 offices across India with the turnover crossing over 60 crores in 2019! With Aakanksha's vision, PMR is now spearheading the organized relocation business in India.

ACHIEVEMENTS

- PMR is a multi-disciplinary firm offering a wide range of services starting from Household Goods Moving, Office Shifting, Vehicle Shifting, Fine Arts Handling, Storage Facility, Home Finding and other settling-in services.
- Currently, this company is looking after over 10000 domestic moves and 8000 global moves every year.
- Marquee clients such as the National gallery of Modern Art, where PMR is the exclusive vendor.
- PMR has moved many CXO level clients overseas, and within India, with expertise in managing expensive artwork, home items, piano, chandeliers and everything delicate.
- PMR is certified by EY on global standards and rank very high on international quality benchmarking.



- Recipient of Cartus' Platinum Award for 'Commitment to Excellence' and Global Citizenship Award in 2019.

CHALLENGES

The growth story has been full of challenges and ups and downs considering PMR did not have external funding and had to manage the finances from the growth. Working in the male dominant industry was another challenge since it was very difficult to deal with the employees, clients and partners in the initial years. Aakanksha strongly believes that working in this industry needs a lot of determination, potential and most importantly patience. PMR takes pride in the fact that it has grown 20 times in the last 12 years with many new avenues added, and with almost no budget for any marketing or advertisements, they still have made the name heard.

FUTURE PLAN

- Plans to grow independent verticals of pet moving (PETGO), art moving (ARTISTICS) and relocation support services (RELOPLUS) manifold with 50 percent growth in each.
- To cross the 100-crore mark to grow and penetrate the B2C vertical.
- To launch expat clubs and do a lot more CSR activities.

BUSINESS DETAILS

- **Business segment :** Service Industry - Relocation Services
- **Registered with MSME:** Yes
- **Founder:** Yes
- **No of partners:** 3
- **Percentage of shareholding:** 11.09%
- **Years in business:** 12
- **Number of people employed:** 458
- **Important clients:** Wipro, Pepsi, Nokia, Siemens, Myntra, ITC, Boeing, Panasonic, Pepsi, HP, LG, Bharti Airtel, Bosch, SAP, BMW, Honda, Ferraro, Samsung

AWARDS & RECOGNITIONS :

- Awarded Runner's Up as 'Lady Transport Personality of the Year' by Mahindra Transport Excellence Awards 2018
- Awarded 'Most Influential 100 Global Youth Marketing Professional' by Global Youth Marketing Forum & Awards in 2019.
- Awarded with 'WeInspire' by WeConnect International in 2018
- Awarded as 'Women of Worth' by Outlook Business Magazine in 2017.
- Awarded 'Exceptional Women of Excellence 2017' by All Ladies League & Women Economic Forum
- Awarded 'Outstanding People Management Approach used by FMB' by SPJIMR in 2017
- Woman Entrepreneur of the Year' at the Franchise India Awards 2016
- Best Woman Leader' award at the Business Today SME Awards in 2015



AISHWARYA BISWAS

Founder Director

Aulis Lifestyle Consultancy Pvt. Ltd.



KOLKATA, WEST BENGAL

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Webiste: www.aulilifestyle.com

Passion, knowledge and commitment of a young entrepreneur leading way to Affective, unique, lush and Indian beauty and fashion products, defined by just 4 letters – A.U.L.I.

Auli Lifestyle' is a startup that was conceptualized and created by Aishwarya Biswas in Kolkata in the year 2017. With a range of skin and hair care products, the company is testament of the passion and knowledge of the team – a wide range of wellness products and healthy living methods.

'Auli Lifestyle' also owns their own honey farm in the marshlands of Sundarbans and make their products from honey, beeswax and other top class organic, natural and Ayurvedic ingredients from across the country. Affective, unique, lush and Indian; wholesome goodness defined by just 4 letters – A.U.L.I.

ACHIEVEMENTS

- Revenues: Monthly revenues of 7-8 lacs, growing 10-15% on a month-to-month basis. Expected to touch approx. 80-90 lacs/month by Mar 2021
- Funding: Received total seed fund of Rs 60 lacs.
- Team: Dynamic and energetic team of 15 people which is now geared to take the business upto 10x from current level.
- ERP for all key functions- Invoicing, CRM, Inventory Management, Re-ordering, accounting, etc.
- Celebrity Endorsements: Products are endorsed by various celebrities -Bhaichung Bhutia, Rachna Bannerjee, Swastika Mukherjee and few other.



CHALLENGES:

- Expanding beyond West Bengal
- Growth Funding
- Increase manpower and team
- International Expansion and growth

FUTURE PLAN:

From mere 20, to over 50,000 customers, AULI has taken a giant leap and accelerated progress with dedication and hard work. The company is looking forward to increasing the number of customers by a large margin. AULI is not only looking for expansion in India, but also, all over the world. Aishwarya also hopes to expand the team and increase the manpower.

BUSINESS DETAILS

- | | | |
|------------------------------|---|---------|
| ■ Business segment | : | TRADING |
| ■ Registered with MSME | : | YES |
| ■ Are you the founder | : | YES |
| ■ Percentage of shareholding | : | 50% |
| ■ Years in business | : | 3 YEARS |
| ■ Number of people employed | : | 15 |
| ■ Important clients | : | 20,000+ |
| ■ Are you exporting | : | YES |

AWARDS & RECOGNITIONS

- Entrepreneur India (East): Best Women Led Startup
- ICC: Women Entrepreneur of the year



AJITA YOGESH

Founder and Managing Director
Hamstech Institute



HYDERABAD, TELANGANA

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The story behind Hamstech is one of ambition, passion and perseverance and an endeavor to enhance potential of learning, through quality education, reinforcing the balance between skills gained and skills required.



Hamstech Institute was established in the year 1999 with the sole aim of offering quality education and training in the field of skill-based creative courses. Hamstech ventured into education with an endeavor to enhance potential of learning, through quality education, reinforcing the balance between skills gained and skills required.

Spearheaded by its Founder and Managing Director - Ms. Ajita Yogesh & Chairman - Mr. Yogesh Kumar with an extensive experience of over 25 years each, in the education business. Hamstech has a robust workforce of over 266 employees including Faculty Members, Administrators, Sales and Marketing Executives, Student Counsellors, Content Developers and others.

ACHIEVEMENTS

Hamstech' s biggest achievement is its alumni portfolio of over 30,000 successful and creative professionals. In addition to this, Hamstech has been recognized as one of the "Great Indian Institutes" by Forbes India, awarded as an Education Icon by the Times of India and applauded for its annual events, hosted by and for the students, in several publications.

30% of Hamstech students begin their own enterprise and the rest choose to work with Hamstech' s recruiting partners which include industry leaders like Zara, Tommy Hilfiger, Asian Paints, Home Town, IKEA, Diesel, Armani Xchange, Levis, Pantaloons, Fabindia and many others.



CHALLENGES:

As an institute of creative education, Hamstech's biggest challenge has always been the education stereotypes associated with mainstream degrees and diploma programmes offered within the country.

Steering today's youth towards more unconventional and creative career choices is a complex and delicate task. Nevertheless, Hamstech has undertaken this task by giving the freedom of choice to young learners so that they can carve a niche for themselves in a professional realm for which they have passion as well as aptitude.

With 8 centers across Hyderabad, Hamstech faces the challenge of not having its thousands of students together at one collective campus.

FUTURE PLAN:

Now that Hamstech is synonymous with creative education in Hyderabad, the next plan is to establish a University campus wherein our students and workforce can be harbored and nurtured to create, grow and forge ahead in unison. Ajita also plans to add more skill-based courses to the portfolio of offered programmes.

BUSINESS DETAILS:

- Business segment: EDUCATIONAL SERVICES
- Registered with MSME: NO
- Are you the founder: YES
- Percentage of shareholding: 32% (Family owned 100% Stake)
- Years in business: 1999-2020 (21 Years)
- Number of people employed: 266
- Important clients: Students & Industry
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Listed in Forbes as "Great Indian Institute",
- Member of FDCI,
- Awarded as Education Icon by Times of India For 2 Consecutive Years



AMITA DESHPANDE

Founder & Director
Aarohana EcoSocial Developments Pvt. Ltd



PUNE, MAHARASHTRA

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An unique and interesting model of "upcycling" plastic waste into handicraft using a traditional charkha and handloom, conserving environment and providing livelihood to tribal and rural families.

Amita Deshpande is the Founder & Director of Aarohana Ecosocial Developments Pvt. Ltd, a social enterprise working to conserve the environment and enable tribal and rural livelihoods. Aarohana was founded on the belief that development can only be sustainable if it is bottom-up.

Aarohana upcycles plastic carry bags/poly bags into trendy handicraft, by using the traditional process of handloom weaving. This unique process is designed to provide livelihood opportunities to our tribal women and youth. This upcycled-handwoven fabric is then used to make handcrafted utility items such as bags & fashion accessories, office & home decor.

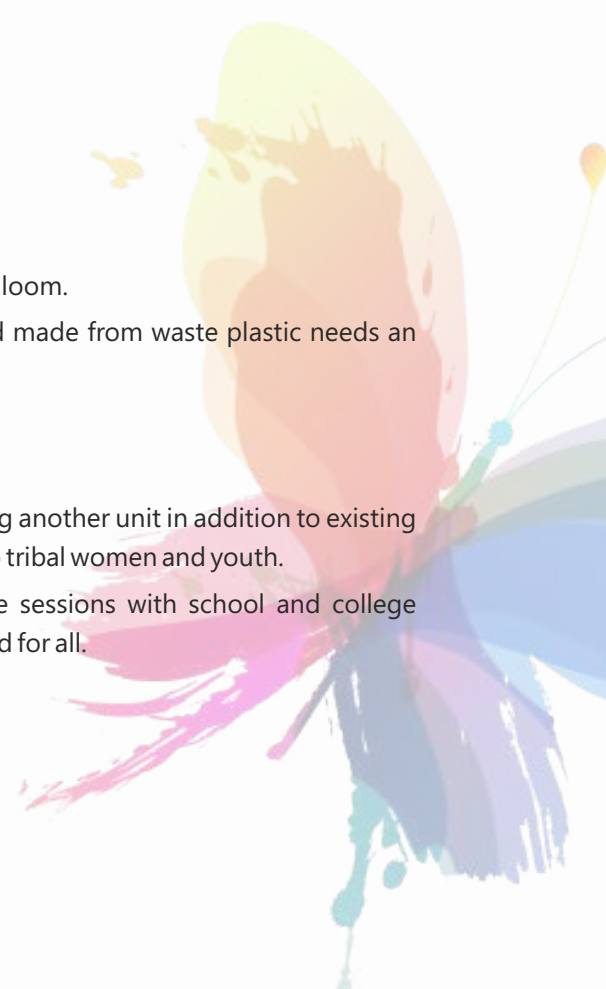
ACHIEVEMENTS

Till date, Aarohana EcoSocial Developments has upcycled more than 10 Lakh of waste plastic bags, food wrappers and gift wrappers. The company has successfully provided livelihoods to 15 tribal women and youth and provided them training on usage of handloom and charkha. Aarohana is now in the process of opening another unit.

CHALLENGES:

- The biggest challenge is the segregation of waste; wet, dry, glass and electronic items.
- The citizens are still not aware of the plastic crisis, how to manage the household waste properly.



- 
- Second is the teaching the skill of operating charkha and handloom.
 - Third, building a market for our products. Being unique and made from waste plastic needs an extra push to create a different space.

FUTURE PLAN:

Aarohana EcoSocial Developments are now in process of opening another unit in addition to existing one. Through this enterprise will be providing more livelihoods to tribal women and youth.

The team, led by Amita aims to create more awareness; have sessions with school and college students, community building and ultimately create a better world for all.

BUSINESS DETAILS

- Business segment: MANUFACTURING
- Registered with MSME: YES
- Are you the founder: YES
- No of partners: 2
- Percentage of shareholding :50%
- Years in business: 5
- Number of people employed: 28
- Important clients: L'Oreal, TEDx Kuwait, Parle, Hafele India, Element78, Cotton Connect, Barva Therapeutics, Sudhanshu

AWARDS & RECOGNITIONS

- Annual Nelda Recognitions 2017
- 10k Women's Program by Goldman Sachs
- Un Seed Low Carbon Finalist 2019
- Peta Approved Brand 2019



AMRITA KAJARIA

Founder & Director
Aarohana EcoSocial Developments Pvt. Ltd



KOLKATA, WEST BENGAL

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Weaving Lives with Jute- Jutify produces not merely bags lifestyle products with an eco-friendly tag, promoting the legacy of Jute – the Golden Fiber.

Jutify Lifestyle Pvt Ltd. manufactures eco-friendly jute bags and packaging. Design, Quality and Product Design are Jutify's strong feats.

Situated in a jute park in Burdwan, West Bengal, Jutify strongly believes and advocates women empowerment and this is done by skilling women from nearby villages through continuous training programs.

With strong focus on quality control and 60 years of experience, Jutify is equally committed to the welfare of the society as commitment to profitability and growth.

ACHIEVEMENTS

Jutify has been able to grow the sales and penetration exponentially year on year and also build a brand name in an extremely price sensitive industry. It has also been able to design and launch several new verticals and uses for conventional jute items.

Jutify adheres to the strictest quality parameters to ensure that each of the products is a benchmark in quality.

CHALLENGES:

Banking has been the biggest challenge faced as no LC discounting or Purchase Order discounting



becomes available to a company without collateral.

Since marketing costs are high to promote export business, Jutify hugely relies on export incentives and rebates

Although there are several government grants and incentives, the process to receive the rebates is very long and there is an interim cash crunch from time to time.

The product is an eco-friendly sustainable shopping bag made of jute or cotton for consumer use, but the main barrier to sell is the cost effectiveness compared to paper and plastic.

Subsidies to the retail chains can be offered by the Government to increase the use of jute bags by them and chain stores and in turn reduce the use of single use plastic bags. This will also help in standardization of the product and raw materials and in turn make the production process cost effective in the long run, perhaps allowing us to slash product price.

FUTURE PLAN:

- To reach out to more international markets.
- The product is eco-friendly and a product of the future
- Extending outreach in India in a big way.
- To extend the use of eco-friendly jute to more product ranges.

BUSINESS DETAILS

- Business segment: MANUFACTURING
- Registered with MSME: YES
- Are you the founder: YES
- No of partners: NONE – PVT LTD COMPANY
- Percentage of shareholding: 13%
- Years in business: 11
- Number of people employed: 51
- Important clients: Several supermarkets across the world buy Jutify jute shopping bags through buying agents and buying houses. Domestically, we sell to Big Bazaar, Max Hypermarket, Abu Sandeep (ASAL)
- Are you exporting: YES
- Awards & recognitions, if any: NIL



ANITA DHINGRA

Founder
Manmohan Exports



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Catering to domestic and international clientele with sophisticated, traditional and eternally elegant jewellery designs, inspired by the treasure of India's historical heritage, royal traditions and native scheme of design.

Founded by Anita Dhingra, Manmohan Exports caters to domestic and international markets with a wide range of Handcrafted Designer Fashion, Silver and Bridal Jewellery. Manufacturing handcrafted jewellery for leading international stores and designers, the workshops have installed all productions in house as per international standards. The brand offers a wide range of bespoke jewellery as per buyers' specification in silver. The manufacturing unit is equipped with modern machinery, well-trained personnel, and absolute dedication to perfection.

ACHIEVEMENTS

As a woman, Anita faced a lot of challenges while scaling up the business with many operational setbacks. Balancing both work and personal life as a woman entrepreneur was another big challenge but as Jessica Alba Says "Being a woman in business doesn't come without challenges. I always believe, "Surround yourself with other supportive women that encourage you, share ideas, and get you motivated."

CHALLENGES:

As a woman, Anita faced a lot of challenges while scaling up the business with many operational setbacks. Balancing both work and personal life as a woman entrepreneur was another big challenge but as Jessica Alba Says "Being a woman in business doesn't come without challenges. I always believe, "Surround yourself with other supportive women that encourage you, share ideas, and get you motivated."



FUTURE PLAN:

- To further scale up the company and take it to another level.
- Construction of a factory space which can accommodate up to 1000 employees.
- To expand with full force.

BUSINESS DETAILS:

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: Sole Proprietor
- Percentage of shareholding: 100%
- Years in business: 16 years
- Number of people employed: 70
- Important clients: High end brands
- Are you exporting: Yes

AWARDS & RECOGNITIONS

- Awarded the DNA women of substance in the year 2012 by India's leading newspaper (DNA Rajasthan).



ANJALI AGARWAL

Owner
AEC-Kanpur



KANPUR, UTTAR PRADESH

Email: a.agarwal@aecoverseas.com

Webiste: www.aecoverseas.com

One stop destination providing support and empowering students to realize their dreams of studying abroad and take the next big leap in their career

AEC Overseas was founded by Anjali Agarwal in May 2006 at Kanpur. Over the years, AEC has positioned itself as a guiding force behind the success of every student by providing them with all the guidance and assistance they need to study abroad. AEC is registered with the High Commissions of various International Governments to promote the best ethical quality work for its students.

Once known mainly for its industry, Kanpur is now a hub for education with a host of public schools as well as prestigious institutes offering professional degrees. Flourishing industrial development made it the ideal have for setting up an office that could assist students seeking opportunities for education overseas.

Firmly rooted in tradition, yet reaching forward towards new horizons, the young generation of Kanpur has found in AEC, the one stop destination where it can confide their apprehensions, share their aspirations, and get expert advice and exam preparation support while making decisions regarding their future

ACHIEVEMENTS

The success of AEC Overseas speaks through the students spread all across the world having studied from the best universities. Founder Anjali Agarwal has personally visited a number of educational institutes everywhere and she is on the Proctor list for the University of California at Berkeley.



AEC represents more than 200 educational institutions across the world. Two of the students are already in the Forbes list and many are renowned businessmen, scientists, engineers, culinary experts, artists and service professional across the world. For Anjali, it is very important to help a student find his right avenue to excel.

CHALLENGES:

The primary challenge is the unethical way of working in the education industry which misleads students and casts ways for wastage of time, money and resources.

Anjali loves challenges in all forms and have learnt through experience that the best way to handle a challenge is through patience and strategy.

FUTURE PLAN:

Anjali Agarwal aims to work towards improving the quality and teaching standards in India. She is working on gaining the best knowledge and exposure so that she can be a part of such endeavors. Her dream is to be part of a future India where Indian education industry becomes one of the most sought-after educational hubs all over the globe.

BUSINESS DETAILS

- Business segment Services
- Registered with MSME: Not yet
- Are you the founder: Yes
- No of partners: N/A
- Percentage of shareholding; N/A
- Years in business:14
- Number of people employed: 5
- Important clients: All schools of Kanpur-majorly Seth Anandram Jaipuria School, Swaraj India School, Methodist High School, Sir Padampat Singhania school etc



DR. ANURADHA VARSHNEY

Founder & Director of VHC
Vishnu Hari Concrete (VHC)



KANPUR, UTTAR PRADESH

Email: anurmc@gmail.com

Game changer in Construction industry in Kanpur and neighboring region and creating a niche in the male dominated industry.

Inspired by her father, Dr. Varshney started her entrepreneurial journey after serving as a Chemistry Professor for over 30 years at various universities. Dr. Varshney has been a trailblazer by being successful in an entirely male dominated construction industry and Guest House business. Apart from serving as the Founder & Director of VHC, Dr. Varshney has established and run 3-Star Guest Houses. Her philanthropic efforts have been instrumental in providing less privileged children with education and skilled women to become financially independent.

Vishnu Hari Concrete (VHC) pioneered the concept of Ready-Mix concrete (RMC) in Kanpur and triggered the Industry all over UP. With an eye to the future, VHC has proven to be a game changer in Construction industry in Kanpur. With the introduction of RMC, the manual process was replaced by fully controlled automatic bulk production of high-quality concrete. The introduction of RMC has enabled Developers in Kanpur to construct high-rise buildings and improve quality of construction.

ACHIEVEMENTS:

- Game changer in the construction business in Kanpur and surrounding areas
- VHC has 70% of the RMC market share in Kanpur
- Started with one plant, now owns 3 plants
- Sole provider of RMC to Govt. Clients, Major Developers and Builders at Kanpur
- 500% growth in production, 300% growth in employment and 800% growth in revenue, in 13 years.
- By and large replaced low quality manual concrete by RMC in Kanpur.



CHALLENGES:

- RMC was a new product in the market hence it required a considerable amount of convincing and educating builders, contractors and Govt. Clients. To this end VHC organized several seminars in the city on this subject and educated potential clients.
- As a first-time entrepreneur Dr. Varshney had to quickly learn how to hold her own in a male dominated industry while dealing with Govt. officials, Builders, Suppliers, workers and alike.
- Concrete production at VHC is 24X7 operation and RMC is a capital, machine and labor-intensive industry. Since it was a non-existent business at Kanpur, careful consideration was given to building a strong work culture.
- Given the dynamic nature of this business, each personnel was trained in two to three areas on the plant. This allowed for easy back-ups.
- Dr. Varshney led by example gave ownership and encouraged customer-centric attitude amongst the staff
- The team developed a system to service all machinery and vehicles on site itself

FUTURE PLAN:

- Upgrade the plants and the infrastructure.
- Start skilling center in the trade.
- Get registered as a provider, in most Government Departments.
- Add one more RMC plant with internal accruals.

BUSINESS DETAILS:

- Business segment: Construction, Hospitality
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: Dr. A Varshney, Partner 1 - 75% | Dr. S Kumar, Partner 2 - 25%
- Years in business: 13 years
- Number of people employed: 75
- Important clients: Govt. of India: CPWD, Railways, HAL, HPCL, IIT Kanpur; Govt. of UP: Bridge Corporation, PWD, UPRNN; Gammon India; SomDutt Builders; Ratan Housing, Morning Glory, Galaxy, Rudra, Dolphin, Chandak, ELDECO are some of the clients.

AWARDS & RECOGNITIONS:

- Entrepreneurial Excellence Award for Best Woman Entrepreneur in Kanpur (2014) by The Indus Entrepreneurs (TIE) - UP Chapter
- Woman Entrepreneur of the Year (2019) by Indian Medical Association (IMA), Kanpur



ANURADHA DOVAL

Director
Doval Closures Pvt. Ltd



DEHRADUN, UTTARAKHAND

Email: dcpl2009@live.com

Website: www.dovalclosures.in

A professional plastic injection moulding company, with a capacity to produce 1.5 crore caps per month

Doval Closures Pvt. Ltd, based in Dehradun, India is a professional plastic injection moulding company. Anuradha Doval is the co-founder of the company with over 15 years' experience in the manufacturing industry. The company's goal is to satisfy customer's need to provide top quality products with competitive prices.

Doval closures Pvt. Ltd, has exported products to UK, Europe, USA, Middle East, Australia, and other Asia countries. The company has established great reputation in the industry, with a capacity to produce 1.5 crore caps per month, of different sizes - 1000ml, 750ml, 375ml & 180ml.

Major product lines include caps for Whiskey, Vodka, Rum, Gin, Brandy & Wine Caps, Perfume bottle caps, Bottle caps, Cream jar caps etc.

ACHIEVEMENTS:

Anuradha Doval is the Director of Doval Closures Pvt. Ltd, situated in Dehradun, Uttarakhand, India. She is an equal partner along with her husband, Mr. Mrinal Doval and has over 5 years of corporate experience, working with companies like Coca Cola and Carlsberg; post which she took care of her two children and then co-founded DCPL along with her husband in 2006. Mrs. Doval has designed a unique kind of closure for the liquor industry. She has achieved side embossing on the side circular surface of the cap which has not been achieved until now with such precision. She has filed the patent and her patent has already been published.



CHALLENGES:

The core challenge faced by Anuradha Doval is to embark her name in a male-dominated liquor industry. It is a socially challenging environment for her, although, with the patent being published and post taking her innovation to a global scale, she has been able tackle this challenge.

FUTURE PLAN:

The future plan is to take this product to a world standard and export it internationally.

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 50%
- Years in business: 14 years
- Number of people employed: 80
- Important clients: Radico Khaitan Ltd
- Are you exporting: No

AWARDS & RECOGNITIONS, IF ANY:

- Innovation in developing a one-of-a-kind plastic cap with side embossing and filed patent for it. Patent has already been published.



APARAJITA JAIN

Director
Nature Morte



NEW DELHI

Email: aparajita@naturemorte.com

Website: www.naturemorte.com



The art gallery Nature Morte inaugurated its first exhibition in New Delhi 21 years ago and since then has become synonymous with the highest levels of South Asian contemporary art. Founded in New York as a curatorial experiment in 1982, Nature Morte was revived in New Delhi in 1997, in the wake of liberalization. Led by Peter Nagy and Aparajita Jain, the gallery is focused towards exhibiting and promoting art that is pertinent and can speak to a global audience, presenting exhibitions that subsequently gain recognition from both museum curators and private collectors.

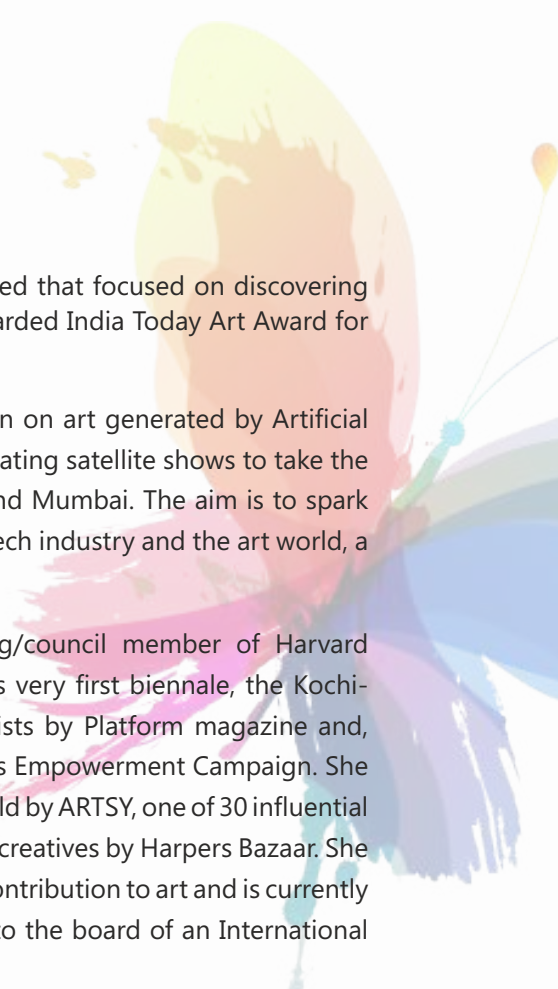
The gallery's program and representation of many of the finest artists to come of age in the past two decades, means it has acquired significant market dominance. Nature Morte represents the most prominent names dominating the South Asian market including Bharti Kher, Seher Shah, Imran Qureshi, Subodh Gupta, Anita Dube, and Mrinalini Mukherjee.

The drive towards cultivating art consciousness through public initiatives is reflected in The Sculpture Park at Madhavendra Palace, a unique public/private partnership led by the Government of Rajasthan and Saat Saath Arts Foundation, also founded by Aparajita Jain, which has transformed a public heritage site in Jaipur into the country's first venue dedicated to the display of contemporary sculpture.

ACHIEVEMENTS:

Aparajita Jain is the executive director of Nature Morte since 2012, when she bought a controlling interest in the leading contemporary art gallery, assimilating into its nest some of the artists





represented by Seven Arts Limited, the gallery she previously owned that focused on discovering young talent, among whom was Asim Waqif, who, in 2016, was awarded India Today Art Award for Emerging Artist of the Year.

More recently, following the spectacular reception of the exhibition on art generated by Artificial Intelligence hosted by Nature Morte in New Delhi, the gallery is curating satellite shows to take the artworks to centers for technology and new media in Bangalore and Mumbai. The aim is to spark conversations on the future of AI and bridge the gap between the tech industry and the art world, a fitting addendum to last year's exhibition.

Aparajita along with her husband, Gaurav Jain, was a founding/council member of Harvard University's South Asia Arts Council. She is also a patron of India's very first biennale, the Kochi-Muziris Biennale. She was listed as one of 50 iconic Indian gallerists by Platform magazine and, besides being featured, played an active role in the Vogue Women's Empowerment Campaign. She was listed as one among eight influential women in the Indian art world by ARTSY, one of 30 influential women in the art world by ELLE magazine and amongst the top 100 creatives by Harpers Bazaar. She was recently awarded Entrepreneur of the Year by FICCI FLO for her contribution to art and is currently on the advisory board of ICCR and has recently been inducted onto the board of an International Sculpture Foundation.

She has anchored along with Peter Nagy, a series on art called Art Insider with NDTV. She has given numerous talks on art on different platforms such as YFLO and YPO and most recently spoke at INK, in Hyderabad. She continues to play a key role in encouraging collaborations between prestigious museums, private collections, public institutions, and corporate houses with the sole objective of promoting Indian Contemporary Art both within the country and internationally.

In 2010, Aparajita Jain founded The Saat Saath Arts Foundation envisioning it as a not-for-profit initiative meant to foster a platform for creative dialogue between Indian artists and the international art world.

CHALLENGES:

Challenges are the industry-based challenges -unorganized sector, poor infrastructure for the arts, lack of skilled people to be part of the workforce. China has a market size of 11 billion USD, and India has a market size of 250 million USD. Very little focus is given on fine arts in India. Educational challenges also exist.

FUTURE PLAN:

Aparajita Jain has begun work on a blockchain based platform to add transparency and authenticity into the art and collectible world and would like this to be the first comprehensive art portal for the world. She also aims at providing education and affordable art



BUSINESS DETAILS

- Business segment: Service and trading
- Registered with MSME: no
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 65%
- Years in business: 7+ years
- Number of people employed: 20
- Important clients: Indian UHNI + International UHNI including companies like Wahburg Pincus, Reliance etc
- Are you exporting: Yes

AWARDS & RECOGNITIONS, IF ANY

- YFLO Award for Entrepreneurship



APARNA JALAN

Owner, Outer Space Furniture Studio
Bangalore, Karnataka



BANGALORE, KARNATAKA

Email: aparnajalan6473@gmail.com

Website: www.outerspace.in

An interior designer with a passion to create a difference to homes interiors as well as the exterior, providing not only furnishings solutions but also value-added services by giving consultations.



Aparna Jalan is the Founder Owner of Outer Space, which is an exclusive Indoor & Outdoor & Office Furniture Studio catering to the needs of leading chain of Clubs/Restaurants/Cafés/Hotels/Tech-Parks/Corporate Offices of Bangalore & other locations across India.

This project was started by her single-handedly, working out of a small room on the terrace of her house with an initial capital investment of about Rs. 2,00,000/- in the year 2008 with just 8-10 display pieces

Aparna specializes in out-door Furniture that sustains all kinds of weather conditions and that which are used in open-to-air areas such as Verandah/Porch/Lawn/Portico/Terrace Etc. We also concentrate on made-to-order exclusive Furnitures in all segments. Her company also gives consultation to the Clientele for their Furniture & Landscape requirements as value-added services. In fact, OUTERSPACE is the only store which does customisation as per the Client's need & it is a one-stop solution Outlet for all kinds of Furnitures. The USP of OUTERSPACE is that it caters to all categories & segments of Clientele.

ACHIEVEMENTS:

OUTERSPACE is an innovative venture of APARNA JALAN who is an Interior-Designer by qualification. Today OUTERSPACE is a leading Established Brand which is very reputed & well known for their timely



Supply/Services of exclusive hand-crafted & made-to-order Bespoke Furniture & Interiors Items. Over the years OUTERSPACE has created a niche in the Bangalore Furniture Market & it is the most sought-after brand for Out-door Furniture items.

CHALLENGES:

The primary challenge we face is to grapple with the ever-growing competition from various small-time unorganised Dealers/Manufacturers & the e-Trade online market, and thereby to struggle with all of them to match the Quality & Price for providing the Customer with value products. Another big challenge is to keep innovating the range of product-line with the regular launch of new breed of materials & designs.

FUTURE PLAN:

To start an Exclusive Showroom & hence to cater to a larger clientele base and thereby open an extended brand stores across the City for a larger presence & impact in the Market.

BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Manufacturing & Trading
- Registered with MSME: [applied for Regn.]
- Are you the founder: Yes
- No of partners: One (Proprietor)
- Percentage of shareholding: 100%
- Years in business: 11-Years
- Number of people employed: 5
- Important Clients : Sobha Builders; Adarsh Builders; Indranagar Club; Chinnaswamy Stadium [KSCA]; Bangalore Club; Prestige Builders; Brigade IVR Terraces; Café Coffee Day Group; Embassy Builders; Sterling Resorts; Bagamane Techpark; Divyasree Builders; Ammanvanna Resorts; Morikap Resorts; VM Ware; GMR Group; RMZ Builders; Hilton Hotel; Indian Statistical Institute; Koramangala Club; Levitate Pub & Brewery; Oracle Office; SNN Builders; Trisha Extraordinaire; UB City Etc.,
- Are you exporting: No

AWARDS & RECOGNITIONS, if any

Featured in Bangalore-Times Tabloid & e-TV Karnataka Channel.



ASHWIINII GOKHAALE

Founder
G21 Designs



PUNE, MAHARASHTRA

Email: g21designs@gmail.com

The efficacious journey from a homepreneur to a successful entrepreneurs specializes in handcrafting garments from Kalamkari Fabric.



Ashwini Gokhaale is the Founder of G21 Designer brand based in Pune, India. G21 specializes in handcrafting garments from "Kalamkari Fabrics" for men and women.

With a range of products, G21 Designs is now a niche brand for Kalamkari products. With the objective of promoting the rich Indian culture and tradition, Ashwini has a wide range of products to offer, primarily using Indian products and services. She effectively contributes towards women empowerment by helping them achieve financial independence.

ACHIEVEMENTS:

- In 2005, the designer outfit products of G 21 were chosen in Citadel Magazine (Pune) and were worn by two male and two female models on the runway, which were then displayed in the magazine.
- Famous designer Vikram Fadnavis acknowledged the products.
- De Asra a NGO from Persistent Ventures published and appreciated the entrepreneurial journey of Ashwini and her products.
- Publicized and promoted by De Asra and products were showcased on hoardings and banners in Hinjawadi.



- Certificate from Brett Lee for creativity.
- The story of G21 designs was posted in Sakal newspaper.

CHALLENGES

After she lost her husband in 2008, Ashwiinii a single mother with a 9-year-old kid to raise. She was passionate about designing and creating new products. She decided to start her business from home. Initially it was very tough to get the right merchants and to find buyers. After immense hard work, determination, failure and countless hours of research and development, Ashwiinii was able to make a mark for G21 Designs and her customer base widened with time. She faced constant funding problems and customer handling was a critical issue.

FUTURE PLAN:

Ashwiinii is focused on future growth and has a strategic roadmap for G21 Designs. The focus on Kalamkari has given her the edge and she wishes to open Kalamkari India on a grand scale and tap potential customers all over the country and the world. She also plans open a dedicated factory with all women workers to empower them and make them stand on their own feet to support them and their families.

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: No
- Are you the founder: Yes
- Percentage of shareholding: 100%
- Years in business: 6 years
- Number of people employed: 5
- Important clients: Jayashree Fadnavis, Suhasini Mehendale, Late Dr. Sreeram Lagoo, Deepa Lagoo
- Are you exporting: No

AWARDS& RECOGNITIONS, IF ANY

Certificate of participation presented by Brett Lee at SPART



AVANTI MURARKA

Founder
Crown Flakes Private Limited



KOLKATA, WEST BENGAL

Email: flakescrown@gmail.com

Website: www.crownflakes.in

The story of farming to Fork of potatoes in India

Avanti Murarka is one of the three founders of Crown Flakes Private Limited, the largest manufacturers of Potato flakes, Potato Flour & Potato Powder in India. The three facilities in Tarkeshwar, West Bengal are spread over a fully automated, state-of-the-art modern plant specially manufactured and fabricated to suit Indian conditions, imported from the USA & Europe. All variety of potatoes are used to create their products, with special attention on climatic and humidity control factors so that the finished products are uniform in nature throughout. SQC (sample quantity control) is an integral part of the production process at all steps. The potato flakes are free from chemicals and preservatives.

ACHIEVEMENTS:

Farming to Fork of potatoes in India is a big achievement.

CHALLENGES:

The biggest challenge in the industry is to produce a homogeneous product through a heterogeneous product and getting the right potatoes. The major source of procurement of controlled sugar and high solid potatoes is by contract farming. Potatoes chosen are free of sprouts, green skin, or spots. To prevent potatoes from greening, spoiling, they are stored in cold storage



facilities that are well ventilated and under regulated temperatures. This prevents development of sugar in potatoes and these potatoes are commonly called Low Sugar Potatoes.

All the processes, from procurement & storage of raw potatoes to finished product packaging and storing, are done under strict supervision and with utmost care.

FUTURE PLAN:

Avanti and her team have done all possible backward and forward integration possible in the agro-industrial area of potatoes. However, looking at the future, and keeping international trends and technologies in mind, they envisage development in the processing of frozen potato sections in the form of slices, dices and any other sections that may be possible. They are in the process of technology transfer and procurement of plant and machinery to suit climatic conditions and production demands. 'The King' in potato is what the company strives for and building a potato processing unit in all the major states in India.

BUSINESS DETAILS

- Business segment : MANUFACTURING OF POTATO FLAKES / POTATO FLOUR
- Registered with MSME : YES
- Are you the founder : Yes
- No of partners : 3
- Percentage of shareholding : 47.05%
- Years in business : SINCE 2012
- Important clients : HALDIRAMS / UNILEVER / MC DONALDS ETC.
- Are you exporting : YES



DR. BHAGYASHREE PATIL

Chairperson & M.D
Rise n Shine Groups of Companies



PUNE, MAHARASHTRA

Email: director@risenshine.in

Website: www.risenshine.in

One of the largest plant biotech organization in India that has reached the pinnacle of success in the field of Biotech, Floriculture and Horticulture

Since its inception in the year 2004, Rise n' Shine has conquered many challenges and celebrated ample of triumphs. Rise n' Shine is India's largest plant biotech organization and has reached the pinnacle of success in the field of Biotech, Floriculture and Horticulture. The fruit is sheer hard work, commitment to excellence and admirable teamwork of Dr Bhagyashree Patil and her team.

Coming from a simple farming background, Dr Bhagyashree Patil, had always empathized with the farming community. During her formative years she had first-hand experience of the tribulations and the harsh conditions of marginalized farmers. Within these communities Dr Bhagyashree Patil realized the tremendous responsibilities placed on the womenfolk who had to toil in the fields and run a home at the same time.

The quest for women empowerment had transformed from a simple realization to a lifelong commitment - The seed was sown for this mission which would eventually grow into a giant tree with deep roots in the farmlands of rural Maharashtra with the branches spreading across the globe.

The Rise N Shine Biotech Pvt Ltd is an ISO 9001-2015 Certified Company. The organization at Their has 105,000 sq ft. state-of-the-art tissue culture laboratory. The main premise of establishing this organization is to support the agriculture sector with special emphasis on horticulture and floriculture.



ACHIEVEMENTS:

Since its inception, the Group has grown exponentially and has become one of the global leaders in the Plant Tissue Culture. The organization follows the best practices and cutting-edge technology without compromising on quality. The application-based approach has helped to find solutions around specific requirements of the farmer. It covers the entire spectrum from basic to the latest solutions of plant tissue culture. In fact, the organization has been able to assist poor farmers as well as catering to the techno-commercial needs of its alliance partners.

CHALLENGES:

Traversed the path full of obstacles "There are no routes to reach the destination without meeting the obstacles midway." Belonging to the rural region of India, Bhagyashree has encountered a lot of odds in her expedition. No sooner than the challenges are addressed, there are fresh challenges appear around the horizon. She, with a humble and positive attitude, shares, "I have sailed through these challenges with an unshakeable belief in our hard work, determination, and dedication towards work which led to a positive mindset to remain calm and composed through the difficult times." Challenges foster a critical thinking attitude; it helps the individuals grow and shape the routes of their ventures. "Beating the challenges each time makes the nerves stronger to meet the next level of obstacles."

FUTURE PLANS:

"To make Rise 'n Shine the preferred propagator of young plants globally through a commitment for quality at competitive rates by establishing a benchmark of the "Grow in India" as a Centre of Excellence" -The core competency of Tissue Culture & Vegetative Propagation shall be complemented by our latest initiative in the pot plant business which shall cover the entire spectrum from Horticulture to Floriculture including Ornamental Plants.

BUSINESS DETAILS

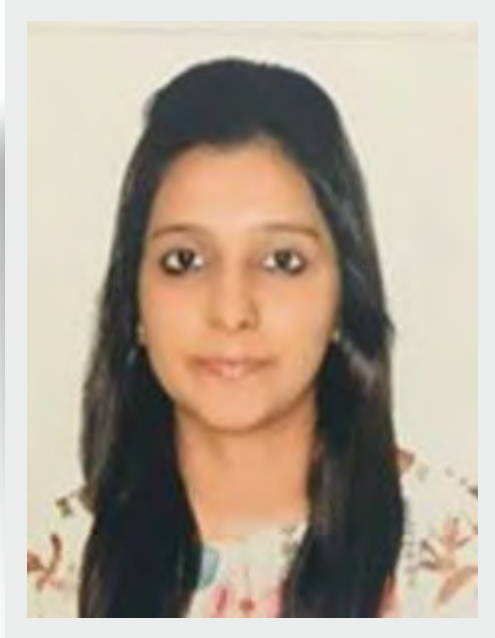
- Business segment: Manufacturing
- Registered with MSME: YES
- Are you the founder: YES
- No of partners: 1
- Percentage of shareholding: PVT LTD COMPANY -PARTNERS BY FAMILY
- Years in business: 2004
- Number of people employed: ABOVE 800
- Important clients: Dummen Orange, Netherland, Corn Bak Netherland, Schneider Young Plants, Netherlands, Montiplanta, Portugal, Danzigar, Isreal, Ginosar, Isreal, Drawin Plants, Usa, Kultana



BHAVIKA SURANA

Owner

Four by One/ Café 4/1



KOLKATA, WEST BENGAL

Email: bhavikasurana.1@gmail.com

Website: www.fourbyone.in

When quirky and avant-garde goes hand in hand its Café 4/1 and Bhavika's Café is the most quirky pure vegetarian food brand of Calcutta, with the concept of pairing a café with a restaurant and thus a 'Cafestaurant'

As a firm believer in 'happiness stems from good food', Bhavika Surana began her foodie's escapade in 2014. When quirky and avant-garde goes hand in hand its Café 4/1, her Café is the quirkiest pure vegetarian food brand of Calcutta.

The café menu comprises fusion choices to suit varied palates and this unique selling point differentiates us from fine dine pure vegetarian joints like Rajdhani, Haldirams etc. A space for great vegetarian food & pensive discussions, the USP is exotic food, great plating & terrific platters. While ideating, Bhavika came up with a very obscure concept of pairing a café with a restaurant and thus coined the term 'Cafestaurant'.

ACHIEVEMENTS:

Cafe 4/1 has become the city's favorite rendezvous for adda, networking and work alike. It takes humble pride in offering lip- smacking fusion vegetarian delicacies that has left even the arduous meat-lover enthralled. Running successfully, it is the only cafe in Calcutta where you would see all the three generations getting high on food. That's the biggest achievement.



CHALLENGES:

With entrenched bribery, the process of starting a food joint becomes tedious. Post that the overpowering attitude of the local syndicates, the construction challenges, lack of manpower and stringent rules, everything culminates to delay. Topping it, the problem of literate staffing, high rentals, domination of Non-vegetarians, lack of tourism, etc. aggravates the situation.

BUSINESS DETAILS

- Business segment : SERVICES
- Registered with MSME: YES
- Are you the founder: YES
- No of partners: 2
- Percentage of shareholding: -
- Years in business: 4Y yrs +
- Number of people employed: 35+
- Are you exporting: NO

AWARDS & RECOGNITIONS, IF ANY:

- Times Food Awards, Kolkata 2015 under the Noteworthy Newcomer -Vegetarian Category.
- The Telegraph Food Guide Awards 2016 under the Best Vegetarian category.
- The Times Food Awards 2016 under the "Best Coffee/ Tea Bar - Casual Dine category".
- The Telegraph Food Guide 2017 under Best Cafe category.
- The Times Food Awards 2018 under the BEST VEGETARIAN category
- The Times Food Awards 2018 under the BEST VEGETARIAN category.
- The Telegraph Food Guide 2018 for 'Best Vegetarian'
- The Telegraph Food Guide 2019 for 'Best Cafe'



CHANDNI LUTHRA

Director & Co-founder
FutureMed



NEW DELHI

Email: luthrac00@gmail.com

Website: www.futuremed.co.in

New Age genetic testing venture, pioneering to bring to fruition the revolutionary idea to develop a customized nutritional supplement based on the genetic make up (DNA) of an individual.

FutureMed is one of the very few companies in the country that provide all the verticals of genetic testing under one roof. Chandni Luthra, Co-Founder has extensive experience in the Health and Wellness sector; she leads the marketing at FutureMed and specializes in digital media communications

The company is providing tests not only in the wellness space of nutrition, weight loss, fitness, and skin but is also helping people determine their risk for developing diseases ranging from cancer, neuro to cardiovascular and various other conditions. In addition, tests are also offered in the field of pharmacogenetics/precision medicine and autoimmune diseases. The aim is to make inroads in this nascent market with the target of making these tests accessible and affordable for all.

ACHIEVEMENTS:

FutureMed is the only company in India and also in many other countries to bring to fruition the revolutionary idea to develop a customized nutritional supplement based on the genetic makeup (DNA) of an individual. This supplement would cater to specific need of the individual so as to avoid malnutrition as well as toxicity due to extra dose of certain vitamins.

With lot of difficulty, the company has today managed to create a buzz about genetic testing with the help of print and digital media by being featured in magazines such as Medical buyer, Diabetic living, Vogue India, Elle India to name a few.



The biggest achievement so far was to break the myth that genetic testing is expensive and only for the rich and famous. Chandni and her team has consciously worked towards making this technology and facility available to the masses at the most economical prices.

CHALLENGES:

Firstly, there are more critics and sceptics especially in space of wellness. People are ready to shell out tons of money on new fads but are not yet inclined to opt for correct tools that have been validated. There is also inadequate understanding of genetics amongst clinicians, doctors and in turn patients are not made aware of the existence of such tests.

Medical genetics is still not an essential part of the medical curriculum and the Indian Council of Medical Research, is yet to formulate guidelines and regulations to govern genetic testing laboratories. The lack of medical geneticist to analyze the data also makes the doctors unsure. These tests especially clinical and pharmacogenomics are not covered by insurance policies, unlike the US, this also act as a major barrier. In addition to the external factors ensuring that costs remain competitive proves to be a continuous challenge, as one needs to constantly wait for samples.

FUTURE PLAN:

Chandni's vision is to change the healthcare model completely from being treatment oriented to preventive and proactive and be at par if not better than the US. Genetics is the future and will help us to start biobanking to collect Indian data and conduct trials to invent new treatments as well as bring down the cost of existing ones.

BUSINESS DETAILS

- Business segment: Services- Genetic Testing
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding; 100%
- Years in business: 2 years
- Number of people employed: 10
- Important clients: Apollo Hospital Delhi, Daivam wellness center, Luke Coutinho, LK Wellness center Bangalore and many other individual doctors and nutritionist
- Are you exporting: No
- Awards & recognitions, if any: No



DEEPA SAYAL

CEO

ADG Online Solutions Pvt Ltd



FARIDABAD, HARYANA

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Website: www.adgonline.in

Digital Mentor, Incubator, Entrepreneur and a tech evangelist with 20 years of holistic experience in the information Technology domain and was featured in the CNBC TV-18 to be” amongst the 32 impactful women changing the Digital world”

Deepa Sayal's story started at the reception desk of a small ad agency in Northern India. Shifting places and positions in the corporate sector for almost nine years, she conceptualized and created ADG in 2008 which is completely bootstrapped till date. Today, she is a serial entrepreneur and the CEO of ADG Online and Executive Director of Vivoki India.

Extensively featured in the media for her work for building MSME product solutions and services. Her forte encompasses 15 years' experience in devising Digital and social Strategies and working extensively in building best practices around CRM and ERP Solutions, Digital Office Automation, Data-analytics, Business Intelligence and AI. She also works with some of India's biggest brands on Mobile marketing, Policy advocacy & Governance along with IOT.

ACHIEVEMENTS:

- Built the Digital and Social Communication Strategy for Election Commission of India, Sketched policy for social media on the recent General Elections.
- Build AI based products for MSMEs that are three times cheaper than the western counterparts (Project Management Solutions, Facial Recognition Products, HRM solution) through my product Vivoki.com
- Started a community for 2000 Women Entrepreneurs
- Recently authored a Best-Selling book on Digital Transformation



CHALLENGES:

It has been a phenomenal journey since the last 12 years. From an account executive in an advertising agency to a CEO of a tech firm that employs 200 people in the IT and Technology space across Digital Transformation best practices, Deepa has had the opportunity to have a tremendous learning curve and have seen many challenges.

Deep has diversified into four startups in Tech, IT and media space. The major challenges that Deep faced was in the form of business capital and also skilled manpower to hire.

FUTURE PLAN:

ADG online is working with more than five states in India in training and skill building and Deepa plans to build close to eight innovative products in the year 2020 on Artificial Intelligence.

She also plans to work towards being an enabler /accelerator for the startup ecosystem.

BUSINESS DETAILS

- Business segment: Software Services, Digital Products for MSMEs.
- Registered with MSME: Yes, HR03D0014164
- Are you the founder: Yes
- No of partners: Two
- Percentage of shareholding: 80 %
- Years in business: 11
- Number of people employed: 195
- Important clients: Election Commission of India, Central Pollution Control Board, IPRD(UP), Ministry of Information and Broadcast, Sports Authority of India, Coal Authority of India, Delhi High Court, Cisco, NEC, CII, HP, Asus, Samsung, Indian Institute of Management- Lucknow.
- Are you exporting: Yes

AWARDS & RECOGNITIONS, IF ANY:

- Felicitated by Minister of Finance as the Dun and Bradstreet Best Women Entrepreneur 2016.2
- Featured in CNBC TV 18 amongst the 32 women changing the Digital World.
- Digital Women Award" by She the People 2018. 4
- World Women Leadership award 2016 by the World Marketing Congress
- Priyadarshini award from Federation of Indian Women Entrepreneurs 2015
- Author of the bestselling book: Digipedia; The basic guide to Digital Marketing and Transformation.



DEEPIKA CHURIWALA

Founder
Suave by DC



BANGALORE, KARNATAKA

Email: deepika@suavebydc.com

A design powerhouse that provides custom designed value-added trims, wallpapers, borders and innovative fabrics to clients in the United States

Suave by DC, founded by Deepika Churiwala is a design powerhouse based in Bangalore that provides custom designed value-added trims, wallpapers, borders and innovative fabrics to clients in the United States. With India being the preferred destination for outsourced manufacturing from international markets, the design services by Suave by DC are a significant value-add. Design sensibilities and the right connect are the highest possible value-added services as it helps customers to connect to a respective agency whose design they opt for. Deepika provides end-to-end solutions for designs selected from sampling and colorwork to the final production output.

ACHIEVEMENTS:

The customer always prefer novelty and change and Deepika has the forte and extensive experience in this industry over the past 25 years and therefore she is aptly positioned to gauge trend patterns in the market and provide the right solutions. Suave by DC provide value-added trims, uniquely designed wallpapers, borders and advanced fabrics in a manner where end customers are able to get a makeover to their home interiors through incremental changes.

Having started in July 2018 marking a modest turnover for the fiscal year 2018-2019, Deepika has been able to triple the same in the current financial year 2019-20.



CHALLENGES:

Deepika believes that outsourcing activities are vulnerable to slippery pricing challenges as the only true differentiator that an outsourcer brings to the table is quality consistency. The main challenges therefore lie in ensuring quality consistency with the vendors and also to safeguard an attractive price point for the international consumer base.

FUTURE PLAN:

Suave by DC is a design center with a focus in the home furnishing sector. While the US is the first market, Deepika strives to emerge as a design services and goods provider for the global customer base and in parallel for the rapidly emerging domestic market in India.

BUSINESS DETAILS

- Business segment: SERVICES AND TRADING FOR EXPORT
- Registered with MSME:
- Are you the founder: YES
- No of partners: SOLE PROPRIETORSHIP
- Percentage of shareholding:
- Years in business: 1.5 YEARS
- Number of people employed: 2
- Important clients: TEXIND USA
- Are you exporting: YES



DEEPSHIKHA KUMAR ANAND

Managing Partner and Founder
SpeakIn



NOIDA, UTTAR PRADESH

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Website: www.speakin.co

Often counted amongst the 'most-networked' entrepreneurs of India, Deepshikha is at the helm of making a global mark with her startup - SpeakIn, Asia's largest platform that connects speakers, industry experts and thought leaders to top professionals and organisations.

Deepshikha is the founder and Managing Partner at SpeakIn - India's first and largest consortium of business experts servicing over 200 areas of expertise. The winner of 2017 Asia Women Icon Award for entrepreneurship she works with speakers, industry experts and thought leaders globally, engaging these leaders to inspire, motivate and channelize events.

SpeakIn is Asia's finest and largest AI-enabled network of speakers and thought leaders, aka. experts. With over 15,000 experts in our network globally, SpeakIn is engaged by business organisations, academic institutions, associations and investment management companies to access curated experts for one-on-one discussions or forum-based knowledge sessions. Similarly, Individuals engage our experts to gain individual guidance and seek mentorship for personal development.

ACHIEVEMENTS:

Often counted amongst the 'most-networked' entrepreneurs of India, Deepshikha is at the helm of making a global mark with her startup - SpeakIn, Asia's largest network of business experts and thought leaders. One of the most respected women entrepreneurs in the region, Deepshikha is the winner of 2019 and 2017 Asia Women Icon Award Singapore, which celebrates Excellence in Entrepreneurship. An author and an avid guide on building excellence in speech, Deepshikha recently finished her first book on excellence in communication titled '101 Lessons to be a Damn Good Speaker!' - the official SpeakIn guide to becoming a five-star speaker.



CHALLENGES:

1. To realize the true potential of business, I need to scale my business as quickly as possible, thus requiring funds for technology, manpower and marketing.
2. Seamless integration of technology at every step to build a completely self-serving platform.
3. As the pool of experts grows exponentially, engaging experts of all cadres and specializations is a key challenge.
4. Hiring and retaining the right talent to maintain the culture and environment of the company.
5. For a sector that has predominantly function offline, getting customers habituated to a new way of working requires time and effort.

FUTURE PLANS:

Having completed its second round of funding in 2019, SpeakIn has expanded its network to over 12 countries in Asia. The focus is continuously to build Asia's largest AI enabled platform for experts - SpeakIn is all set to become the world's window to Asia - first of its kind to have been born out of India.

Deepshikha plans to cater to the Singapore market where we would be empaneling experts based there and connect them to the clients across Asia, particularly India, Singapore, Hong Kong and Indonesia.

BUSINESS DETAILS

- Business segment: Services
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 69%
- Years in business: 4 years
- Number of people employed: 15 employees
- Important clients: NASSCOM, ISB, HP, FADA, NOKIA, BLUESTAR India, P&G, IBM, Accenture, Hyundai, Barclays, Star India
- Are you exporting: No

AWARDS & RECOGNITIONS, IF ANY

Deepshikha is the winner of 2019 and 2017 Asia Women Icon Award Singapore, which celebrates Excellence in Entrepreneurship.



DEKYI YANGTSO CHAWLA

Co-Founder

Reward360 Global Services Private Ltd



BANGALORE, KARNATAKA

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Website: www.reward360.co

A comprehensive Global rewards solution, whether it's buying an airline ticket globally, booking hotel rooms across 250000+ hotels, movie and entertainment tickets, music and movie downloads, e-books and e-magazines, mobile currency, e-education, experiential rewards etc.

Dekyi Yangtso is an experienced Entrepreneur and corporate professional with a demonstrated history of working in the information technology and services industry. Her strengths lie in the area of Business Development, Loyalty Solutions and Talent Management.

In 2009, Dekyi co-founded Reward360 Global Services Private Ltd. The company builds and manages Loyalty platforms and global digital commerce for large Corporations predominately Banks in India, SE Asia and the Middle Eastern region. Clientele lists include HDFC Bank, Axis Bank, Emirates NBD, Standard Chartered Bank among others. They have offices in India, Dubai and Singapore presently.

Prior to Reward360, she had started several businesses: a jewellery brand called 'Sempré', a luxury photo studio called 'Portrait Lounge' and a high-end boutique store called 'YnG'.

ACHIEVEMENTS:

With each of these diverse businesses, there were lessons learnt and successes found - such were my initial achievements. Today, Reward360 is a leading Loyalty tech company with offices in Bangalore, Singapore and Dubai working with companies globally.

Apart from running her business, Dekyi strongly believes in continuously honing leadership skills through lifelong learning and idea exchange. And most importantly she genuinely believes in giving back to the community.



CHALLENGES:

Dekyi's constant challenge is: "Am I thinking strategically enough and soon enough to build a strong and successful company?"

There were times that she felt burnt out, helpless, and averse to running a business - and wanted to either run back to the comforts of corporate life or just take a sabbatical to be a full time mother but again she knew that she would have to be willing to make the sacrifices upfront to be able to fulfill my goals.

Dekyi brought up with strong Tibetan values and traditions. This taught her that mind matters most and it's imperative to follow her bliss in a calm way. Thus, she often reminded herself that entrepreneurship is not romanticized reverie but a crusade that demands resilience, dedication and grit. It's best to be patient, after all achieving one's dreams takes longer than settling for average.

FUTURE PLAN:

Reward360 Global Services Private Ltd are leaders in the loyalty and rewards domain in South Asia, with presence in the UAE and Singapore - the plan over the next 24 months is to strengthen the foothold in South East Asia and the Middle East with expansion into Indonesia, Malaysia, Philippines, Saudi Arabia and Qatar. The last decade hasn't really seen much innovation in loyalty and hence cash backs have taken over. Needless to say, cash backs are the single largest expense head for any customer facing business and this is driving bad behavior. The focus is to create the right value for loyalty programs that will rival cash backs, improving the penetration of loyalty and negating the need of cash backs, hence driving good behavior based on value and better bottom lines for business across.

BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Services
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: 1
- Percentage of shareholding: 50%
- Years in business: 10 years
- Number of people employed: 120
- Important clients: HDFC Bank, Axis Bank, Emirates NBD, Standard Chartered Bank, American Express etc.
- Are you exporting: Yes

AWARDS & RECOGNITIONS, IF ANY:

All India Loyalty conferences and conclaves.



DEVANSHI SETH

Founder
NowLucknow.com



LUCKNOW, UTTAR PRADESH

Email: devanshi@nowlucknow.com

Website : www.nowlucknow.com

The one-stop guide to the best of Lucknow, curating and creating content for print and digital media in the Lucknow market since 2002

Devanshi was a journalist with the Times of India for 13 years. Devanshi quit her job as Editor of Lucknow Times, Kanpur Times, Banaras Times and Allahabad Times in 2016 and found inspiration in her hometown, Lucknow for her next venture - Now Lucknow.

Now Lucknow is an online guide to the city of Lucknow. From eating out to ordering in, from culture to cafes, from outdoor activities for kids and indoor venues for parties, from chikan for cheap to bespoke boutiques, from weekend plans to shopping sprees - if you've ever thought about it, you will find it on nowlucknow.com, and the Facebook and Instagram accounts linked to our website.

Their content helps to promote tourism in Lucknow. There is an option of paid promotions to new and upcoming enterprises in the city and help them to reach out to a larger audience. Because of the understanding of the local market and expertise in curating engaging content, Devanshi was approached by businesses to handle their social media accounts. As a result, she diversified into social media handling for accounts such as Hyatt Regency Lucknow, Amara Exhibitions and Entrepreneurs' Organisation Uttar Pradesh chapter among others.

ACHIEVEMENTS:

NowLucknow.com has a following of more than 20,000 people on Facebook, and more than 11,000 people on Facebook. Almost 45,000 people visit the website every month. With 13 years of experience in curating and creating content for the local market as a journalist with The Times of India, Devanshi



understands the pulse of the city of Lucknow and know how powerful social media for businesses can engage in a meaningful dialogue with their audience.

CHALLENGES:

The biggest challenge has been manpower acquisition. The job requires an astute understanding of the city, a willingness to deliver results and a person who can aptly represent Now Lucknow before clients and audiences. Due to the outflow of young talent from Lucknow, the enterprise is left grappling with the problem of shortage of qualified staff.

FUTURE PLAN:

NowLucknow.com would like to collaborate with the government in the future to formalize a professional collaboration and can be entrusted with the job of reaching out to the target audience for various events and activities organized by the govt. Devanshi also plans to get into the event organizing space in the coming year, curating off-beat events to promote Lucknow art and culture scene.

BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Services
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 1
- Percentage of shareholding: 50%
- Years in business: 2.5 years
- Number of people employed: 10
- Important clients:

Hotel Hyatt Regency Lucknow, Entrepreneurs' Organisation UPEkana International Stadium, LinkedIn Local x Lucknow, Etsy India, AM:PM, Collaborations with Lucknow Book Fair, Sangat with Vishal Bhardwaj and Prakash Jha, Spectrum 2019 with Cyrus Broacha and Kunal Vijayakar, among others

- Are you exporting: No

AWARDS & RECOGNITIONS, IF ANY

No



DINIKA BHATIA

Founder & CEO

Nutty Gritties- DRB Foods Pvt. Ltd.



NEW DELHI

Email: dinika.bhatia@drbfoods.com

Website: www.drbfoods.com

An women entrepreneur creating a benchmark with premium Dry Fruits label that has grown to be a category creator in the nuts and trail mix Consumer Packaged Goods (CPG) space with its high quality, innovative and healthy snacking options.



Dinika Bhatia, a passionate entrepreneur with a vision to 'promote better health' and 'spread the love' around the world through DRB Foods in the Food & Beverages industry. She is skilled in Business Planning, Fast-Moving Consumer Goods (FMCG), Private Banking, Strategic Planning, and Business Development.

She is the Founder of DRB Foods Pvt Ltd, under which the brand Nutty Gritties was launched in 2009. DRB Foods was launched in 2009 on the heels of a family legacy of 130 years in the dry fruits business in India. From sourcing the finest dry fruits from around the world, to sorting, grading and dry roasting them, Nutty Gritties was launched as a Premium Dry Fruits label and has grown to be a category creator in the nuts and trail mix CPG space with its high quality, innovative and healthy snacking options.

With 7,000 sq ft. processing facility in Okhla Industrial Area, New Delhi, DRB Foods is ISO 22000:2005, HACCP & FSSAI certified. All products are packed in the Okhla unit with great consideration and it is ensured that all products dispatched are approved according to stringent quality control checklists. DRB food directly import all raw material from the source, guaranteeing the best quality with certifications from the processor.



ACHIEVEMENTS:

DRB Foods has serviced over 200 clients across all channels such as organised retail, institutions and corporate as well as e-commerce platforms such as Flipkart and Amazon, among others.

The greatest achievement is its presence with the most prestigious names in every sector in India. In airlines, Nutty Gritties is available in Vistara and Indigo, and also supply to key international airlines such as Cathay Pacific, Lufthansa, and ANA through channel partner Taj Air Catering. They have been supplying to the Indian Railways since over 8 years. In retail, Walmart, Metro CNC, More Retail, Reliance Retail, Future Retail have been the greatest customers. And in the corporate segment, employees at companies such as Google, Microsoft, McKinsey, E&Y, KPMG, and many more enjoy healthy nut-based snacks. DRB Foods is also category leaders and drivers in Amazon and Flipkart.

CHALLENGES:

Tax policies that affect raw material costs, macroeconomic tailwinds not in favour of consumption in India, supply chain-last mile delivery, a still low proliferation of e-commerce and young shoppers.

This industry was fully male dominated in India, and Dinika was the first woman to enter this segment. So, it took several years and achievements of certain milestones for the industry to take her seriously. And today, not only is she known as the most innovative mind amongst the youth of the nut industry, but also leads the 'Next Generation entrepreneurs' of this industry.

And besides this, converting a commodity mindset in the nut industry in India till consumers started snacking on nuts was a slight challenge that taught her persistence and focus.

FUTURE PLANS:

Continue to be a category leader and creator in the snacking space with a mindful, joyful and healthy supply of innovative products. Growing distribution and Omni channel presence. Make Nutty Gritties the global category leader in the nuts space. Launch more brands under the DRB Foods Portfolio and grow from a 20 Cr to a 2000 Cr company till 2030.

BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 4
- Percentage of shareholding: 40%
- Years in business: 10
- Number of people employed: 80



- Important clients: Amazon, Metro Cash & Carry, Walmart, Taj, Flipkart
- Are you exporting: No

AWARDS & RECOGNITIONS, IF ANY:

- May2009-Undergraduate Business Plan-Nutty Gritties was awarded by the University of Southern California.
- December 2010-The Most Innovative Product-Nutty Gritties was recognised by the Upper Crust Show in Mumbai.
- June 2011-Top 10 Fastest-Growing Food Companies in India-DRB Foods Pvt Ltd was recognised by Progressive Grocer, an internationally acclaimed food publication.
- March2012-Upcoming Woman Entrepreneur-Dinika Bhatia, CEO & Founder, was recognised by Bharti Walmart.
- February 2016-The most innovative Snack-Nutty Gritties was awarded by Asia Retail Congress and CMO Council in Mumbai.
- May2016-Indian Ambassador for International Nuts and Dried Fruit Council-Our Director Raju Bhatia is representing India in the global dry fruit industry.
- May2017-First Runner Up for the Innovative Award-Nutty Gritties Thai Chilli Mix was awarded by the International Council of Nuts and Dried Fruits in Chennai.
- November2017-India's Best Regional Brand Award-DRB foods awarded by CMO Asia and World Marketing Congress in Mumbai.
- February 2018-Amity Excellence Award for Woman Entrepreneur-Dinika Bhatia, CEO & Founder awarded by Amity University Noida



DIPIKA AJAY KHAITAN

Founder
Maiya Publishing



BANGALORE, KARNATAKA

Email: maiya.publishing@gmail.com

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A boutique, start-up publishing house which provides end-end publishing services to budding and established authors or those who want to publish their dream book

Maiya Publishing (MP) is a boutique, start-up publishing house which provides end-end publishing services to budding and established authors or those who want to publish their dream book. Founded by Dipika Ajay Khaitan, MP specializes in coffee table books, biographies, recipe books, family or photo-heavy, ghost-written books etc.

Maiya Publishing was created in 2015 in order to publish Dipika's mother, Krishna Kumari's biography. After meeting with innumerable publishers and agents, she decided she was better off publishing this book herself. Once the process of registration started to take shape, Dipika realized she could extend her vast database to help other new authors as well. Maiya Publishing has since, become a one-stop-solution for authors who want to have absolute control over their books. Ultimately, her wish is to change the way publishers think of authors and vice versa.

MP gives one the power to control how one's work is perceived-received by the world and also where one can, according to their budget, choose from a selection of designers, editors, writers etc. With an experience of over 7 years, across genres Maiya Publishing's strength has been in curating private coffee table books and e-books.

ACHIEVEMENTS :

Dipika self-published a coffee table book- "My mother, T Krishna Kumari", production of which took 3 years due to extensive research and elaborate design.



In the first 2 years of being in business she has published 5 books. Then she took a sabbatical of 3 years due to personal reasons. Now, she is in talks with several Authors in the USA and India.

Maya Publishing has established contact with a wide database of photographers in every field, writers, ghost-writers, translators, designers, etc., to redefine book publishing business.

Dipika has been constantly encouraging budding as well as established artists to showcase their art on her website.

CHALLENGES:

Social media has been a challenge since the very beginning. Dipika is media-shy and that doesn't help when it comes to marketing and promoting her own brand.

A lot of self-publishing apps are stiff competition and it is not easy to compete with big players like Kindle.

FUTURE PLAN:

Concentrate on coffee table books that cater to niche audiences, namely families, educational institutions, high end recipe book authors/ chefs, etc.

Open to any other form of books like short stories, poems, novellas, etc. in all possible genres.

Plan to participate in various book events, publish stories written by adults/ children, National and International.

BUSINESS DETAILS

- Business segment : Services
- Registered with MSME: In the process
- Are you the founder: YES
- No of partners: Sole proprietor
- Percentage of shareholding: 100%
- Years in business: 7 (may 2012- to present)
- Number of people employed: all freelancers, 2 on permanent rolls, accounts and tech support.
- Important clients: MES College, Bangalore, coffee table book(on-going project) ; Radhika Shastry (owner of restaurant -Cafediem, Coonoor); N. Vishwanathan (Retired, IAS Officer); Vishesh Kalimero (Musician); Sujata Bajaj , Biography in Telugu (only online distribution); Dr Bhargavi, Doctor's coffee table book (only online distribution); Self-published a coffee table book- "My mother, T Krishna Kumari"
- Are you exporting: YES



DIVYA JAIN

Founder & CEO
Safeducate



NEW DELHI

Email: divya.jain@safeducate.com

Website: www.safeducate.com,
www.safeducateonline.com

Young Founder of a leading social enterprise working to drive skill development, employment and livelihood creation, with a vision to improve the quality of workforce of the logistics industry and also to provide livelihood through skill training.

Safeducate Learning is a leading training, skilling and consulting organization and specializes in the domains of Supply Chain Management & Logistics, Retail, Manufacturing and Automotive.

The young founder and CEO of Safeducate, Divya Jain is passionate about human development through various initiatives like skill development, entrepreneurship training, health & hygiene, etc. With a vision to improve the quality of workforce of the logistics industry and also to provide livelihood through skill training, she established Safeducate in 2007 and has been leading the company to make a difference in the lives of many.

She is an Author too and has co-authored a coffee table book, "Horn Please - Trucking in India" to raise awareness and also change the perception of trucking and truck drivers in India. The book was recognized by Limca Book of Records 2016 and has also received lot appreciation from people from all walks of life.

Safeducate provides a platform for youths to get a kick start into a recession proof industry and at the other side for the Industry, we are providing them trained manpower.

ACHIEVEMENTS:

Safeducate has trained over 85,000 students till now, with 80,000 students working at reputed



companies and helped almost 5,000 students to start their own venture. Ms. Jain has been accredited with launching India's First Container School which was inaugurated by Hon'ble Prime Minister of India, Mr. Narendra Modi. Ms. Jain has created this unique innovation in the field of education and skill development under the aegis of Pradhan Mantri Kaushal Vikas Yojana launched by Ministry of Skill Development & Entrepreneurship and NSDC.

CHALLENGES:

People understood the idea of a college or a university or even a school, but vocational education and that too based out of schools made of containers was too foreign concept. Due to lack of awareness about the career opportunities in logistics sector, it is still not considered as a better career option by many students. Also, since the industry was so unorganized, the value of certification and training itself was a massive question mark. Most banking and non-banking financial institutions also do not extend the credit facilities to students since most of the training programs are short term courses.

FUTURE PLAN:

By integrating AI and VI, Safeducate is building a strong online platform where the current problem of skilling and education can be solved. Divya has created Safejob an AI based job portal to help students to get a job. In the next 5 years they are planning to train at least millions of youths and build Safeducate center at every district of India.

BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Services
- Registered with MSME: NO
- Are you the founder: Yes
- No of partners: NA
- Percentage of shareholding: 52 percent
- Years in business: 11 years
- Number of people employed: 450
- Important clients: Safexpress, Amazon, Flipkart, Gati, Ecom Express, Fedex, Blue Dart, Big Bazaar, Rivigo, Feim, Minda, KFC etc.
- Are you exporting: NO



AWARDS & RECOGNITIONS, IF ANY:

- Young Woman Achiever Award at the ASEAN Awards
- BW 40 Under 40
- Woman CEO of the year award by Women Super Achievers Awards
- Young Women Leadership Award by World Women Leadership Congress
- Women Entrepreneur Award at the SME Excellence Award by ASSOCHAM
- Women Entrepreneur of the Year by Logistics Asia
- Best Women Entrepreneur in Logistics by Economic Times
- Women Leadership in Supply Chain by ELSC
- Family Entrepreneur of the Year by Entrepreneur India Awards
- Young Women Leadership Award by Global Women Leadership Awards
- Logistics Achiever of the Year by Logistics Talent Hunt



DIVYA SHETH

Founder

Divya Sheth "wearable art"



KOLKATA, WEST BENGAL

Email: divya@shethbrothers.in

Website: www.divyasheth.com

A self-taught artist producing pieces of wearable art with a distinct flavor of avant- garde, with clients not just wearing but investing into the beauty, story and ideology of the garments



A pilgrim with history and an evolved soul with rurality still preserved"- This is how Divya Sheth defines her work. Divya is a self-taught textile and fashion designer who started her journey solely for herself, the quest to find responsible fashion to soothe her irritating skin condition. She found her answer in natural dyes and a small village in Gujrat called Kutch in 2014.

Being an aesthete, collaboration with the master craftsmen in the field of Ajrakh and Kalamkari (age old textile arts of India) brought about successful and Avant Garde collections of garments which were not less than art. The handmade nature, natural dyes and original vision lends rarity and character to each garment.

National and international interest of press and clients makes Divya Sheth a sought after sustainable, slow fashion label in the rabble of hurried fast fashion brands.

Art inspired, craft based and spiritually driven, each collection is a journey within yourself that tries to pull you to its rawness and purity , to rise above the mass produced rut. Sustainability and Divya Sheth go hand in hand. Global warming, increasing pollution, disease and facts which prove that textile industry is one of the biggest pollutants, forces a responsible citizen of the planet to think about a solution.



ACHIEVEMENTS:

- To run a sustainable, eco-friendly, zero-waste, art-inspired brand and keeping the interest of the clients.
- To educate and engage with artisans and collaborate to give shape to a evolved possibilities which are contemporary and helps the artisans to take their art to penetrate deeper.
- Reinventing age-old arts and selling them at premium platforms give the brand a lot of pride.
- Growing from an individually run to a team of 96 and sustaining them with ethical wages, hygienic work conditions give a lot of satisfaction.
- Participated in 'Orissa Parv' in 2018 with the Indian Ministry of Skill Development and FDCI. For working with Orissa Ikkat weavers, which
- was held at the prestigious India Gate lawns.
- Granted scholarship to study fashion business and luxury management in Instituto Marangoni, in 2018, from Elle publishers.

CHALLENGES:

- Dependence on weather as the process uses humidity and sunlight.
- Handmade nature becomes labor intensive and expensive, which gives slow and low production.
- Lack of knowledge, patronage, and appreciation of Indian Arts in general masses, makes the label very limited.
- As it is a slow process, the digital market copies and produce way before the brand and sell at the cheap prices.
- Lack of funds, huge investments to make collections. No selling platforms for specialized artisanal products.
- Lack of interest of press even if the brand has reinvented two old forms, which the bigger firms just copy and make their own.
- Color varies from batch to batch which poses difficulty to sell online.
- Lack of support of government for promoting the old textile arts and foreign exposure, especially for newly launched company.

FUTURE PLAN:

- The opening of the flagship store called "Ullage" in 2020, which is an epitome of sustainable practices, like using pre-used antique furniture, LED's for low power consumption, use of Natural light to minimize carbon footprint.
- Plans to engage in more crafts like batik, Chikankari and like to try and translate them in our language and help the art and artisans grow.
- Working on 100% compostable packaging which is reusable and plastic free.



- Would love to work on educating on spirituality, sustainability, and health.
- As the brand is gaining popularity, an 100% expansion plan to increase production at all steps of the supply chain is in discussion.

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 0
- Percentage of shareholding: 100%
- Years in business: 6 years
- Number of people employed: 16 on permanent payroll and 96 others on contract basis

Important clients: Ms. Meenakshi Chowdhary (owner of Vikram Solar) ;Ms. Tiotamma Shome (actress) ;Ms. Roopa Sood (founder of Nayaab Exhibition) ;Ms. Sharan Apparao (founder of Apparao Gallery) ;Ms. Sunita Reddy (owner of Apollo Hospital) ;Ms. Tina Tahiliani (founder of Ensemble);Ms. Lata Madhu (founder of Collage in Chennai); Ms. Roopa Shodhan (founder of Ellan);Ms. Nikita Punja (IMG Reliance) ;Ms. Anahita Kayan (founder at Space 9/2);Ms. Mridula Pradhan (w/o Shri Dharmendra Pradhan(minister of petroleum)) ; Ms. Tina Malhotra (founder of Evoluzione) ;Mr. Gyanesh Chowdhary (founder at Vikram Solar) ;Ms. Alka Nishar (founder of Aza)

- Are you exporting: No

AWARDS & RECOGNITION:

- Grazia Young Fashion Award 2018 - Traditionalist
- Elle Graduates 2018 - Modern Indian Wear
- Gen Next - Lakme Fashion Week, 2014
- Vogue Fashion Fund - Top 20, 2014



FARAH KHAN

Founder
Kantha by Farah Khan



KOLKATA, WEST BENGAL

Email: farah@farahkhan.co.in

Website: www.farahkhankantha.com

The army wife who is transforming the traditional kantha into a unique art form with a contemporary flavour, also empowering the lives of hundreds of craftswomen in the process.

Farah Khan is an Army Wife and a woman entrepreneur who manufactures the finest Kantha hand embroidered products of West Bengal. Her products include exquisite Kantha saris, dupattas and accessories.

She opened her first retail Boutique "Kantha by Farah Khan" in Fort William, Kolkata in Apr 2008 which is the only one stop Kantha store in Kolkata. Her work over the last decade has helped in increasing the awareness & popularity of Kantha in India and abroad.

Today Farah is well-known entrepreneur whose artistic expression, which has transformed the traditional kantha into a unique art form with a contemporary flavour, also empowers the lives of hundreds of craftswomen in the process.

All her products are made by women artisans in remote villages. It brings work for these artisans directly at their doorstep and helps improve their quality of life. About 600 women are working for her in rural Bengal. It is an impact business that ensures that the artisan community is strengthened through the business.

She also has an exclusive franchisee of her products in Tokyo, Japan.

ACHIEVEMENTS:

She has helped to revive, created awareness & popularize the art of Kantha hand embroidery which was a neglected art form. Her work has positively impacted the Kantha industry as it has become



more accepted as a sustainable fashion art form and made it more market ready now compared to the poor state it was in a decade back.

She has been invited as a speaker and trainer on entrepreneurship development in numerous International Women's Conferences around the world. Awarded the Best Business Plan award for 10000 Women Goldman Sachs Entrepreneurship program in March 2013, selected in the top 30 women for WE Connect-Goldman Sachs Mentoring program in May 2013 and Cherie Blair Mentoring Program for business, awarded the WE Connect Champion award in WEConnect International conference.

Articles about her work have been published in prestigious national & international magazines namely - Hindu Newspaper (Hyderabad Edition), Icelandic FKA Magazine, Icelandic NYTT LIT Magazine, German SZ PLAN W Magazine, Diversity Global USA, Indulge Express magazine(Kolkata) of Indian Express, Outlook Business, Kolkata Women of Worth magazine.

Her work is unique since being an Army wife she has been moving every 2 years with her husband on various transfers but still managed to keep running her Boutique & passion for hand embroideries intact.

CHALLENGES:

- Travelling into remote karigars villages, poor conditions and very poor connectivity.
- Unethical karigars - as the Karigars were poor, many a times they would sell my products to other buyers, say it is lost or sell my special designs to competitors.
- Creating awareness of Kantha hand embroidery.
- Producing very high quality with latest fashion trends and making the products still affordable.
- Frequent transfers - Being in the army I often had to uproot my entire business and shift it to a new location, which meant starting from scratch. .
- School going kids, balancing work, army responsibilities and family.

FUTURE PLAN:

- Fashion garments made with Kantha can bring about social change. Want my label to be the benchmark for contemporary craft based sustainable fashion. Sustainability creates social impact which provides employment to the local women artisans.
- Open another store of exclusive Kantha products in Kolkata.
- Ultimate goal is to scale up this business and become the one stop shop for finest handcrafted & hand embroidered textiles in India.



BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): MANUFACTURING
- Registered with MSME: YES, UDHYOG ADHAAR - WB10A0010344
- Are you the founder: YES
- No of partners: 1
- Percentage of shareholding: 100%
- Years in business: 11 Years
- Number of people employed: Permanent 9; Artisans - 600
- Important clients: Taj Khazana Boutique in Taj Hotels, Fab India, Jaypore.com, AWWA Shops in Army and Air Force Bases, Kamala, Sasha & Artisana stores(Kolkata), Indream Inc, Tokyo Japan
- Are you exporting: Yes - to Japan

AWARDS & RECOGNITIONS, IF ANY:

WEConnect International, Goldman Sachs 10000 Program



GARIMA AGARWAL

Founder
MN Design Co



LUCKNOW, UTTAR PRADESH

Email: garima.swarup@gmail.com

Website: www.mndc.in

A lawyer turned to an award-winning interior designer, Garima creates affordable customised luxuries for her clients with the motto “You dream we create!!”



MN Design Co. is an Interior Designing Company established in 2010. Its creative style ranges from Modern, Contemporary to Classic interior designing, that takes turnkey projects for areas ranging from 2000 sq. ft to 100 acres of project space for both - Residential and Commercial categories. In year 2016 MN Design launched its first studio and workshop for manufacturing Luxury Customised Furniture which has 48 to 50 workers making hand-made furniture with a great team for designing, sourcing and supervising projects. Through the online portal Garima delivers furniture all over India. MN Designs has tie-ups with companies in Italy and China for furniture hence giving a wider range to the clients while working on interior projects.

ACHIEVEMENTS:

A firm that was just passion and identity driven today has a turnover in 8 digits. It has been awarded for the "Most Sustainable Interior Design". Garima was Invited for lectures to architectural institute like Amity etc. and the creations of MN Designs and write ups are often featured in Hindustan times, Dainik Jagran and on ETV.

Garima has designed for Former UP Chief Minister Shri Mulayam Singh Yadav ji's residence office, Institute of Management studies, Muzaffarnagar Medical College, Farzi Café, former Minister Mrs. Sheila Kauls Residence, Eldeco, Aparna Yadav, Alpina Kirloskar and over 80 residences as consultants with furniture made for almost 200 homes and institutional projects spread over acres of land.



CHALLENGES:

Change of profession from a lawyer working in Mr. Arun Jaitley's office to becoming an Interior Designer was not easy. Garima was married in an affluent political family of U.P and was not allowed to go to courts due to status and security issues. However, her passion for making a name for myself and keeping my self-respect I studied all over again and changed my profession. MN Design Co. was nurtured out of an old, dilapidated building with contracted labourers and faced innumerable challenges. Apart from obtaining permission to work from family to trucks of furniture being drenched in rain and returned unpaid for, mishandled furniture by transporters and bearing all the cost, her determination was limitless. Garima refused her husband's offer to help financially and converted her dreams into reality independently.

FUTURE PLANS:

Garima plans to take her company international and not only do consultancy in India but across countries. She plans to widen the range of manufacturing furniture from luxury customised furniture to large scale manufacturing of school and office furniture. With the help of the government, Garima intends to start handicraft furniture in small cities and propagate employment through exporting the produce. She will launch another store in 2020 and looking forward to launching many more in the metro cities and two-tier cities of India. Through her NGO 'Ojasvini by MN foundation', Garima has been propagating skill development as its social responsibility for women and plan to increase outreach by 100 folds in the near future.

BUSINESS DETAILS:

- Business Segment - Service/Manufacturing
- Registered with MSME - Yes
- Are You the Founder: Yes
- No. of Partners: None
- Percentage of Shareholding: 100%
- Years In Business: 9 Years
- Number of People Employed: 62
- Important Clients : Shri Mulayam Sing Yadav Ji (Ex-Chief Minister,U.P), Institute Of Management Studies, Muzzafarnagar Medical College , Mrs.Aparna Yadav (Be- Aware Foundation/Politician) , Farzi Café, Mrs.Alpana Kirloskar (Kiara Lifespaces), Mr.Ashish Kaul (Actor),Dgp Office (Wireless , Lucknow) And Over 100 Respectable Clients.
- Are You Exporting: No

AWARDS & RECOGNITIONS

- Awarded the Estate Awards 2018 For Most Sustainable Interior Design



GEETA SETH

Founder
Metropolis Vaults



NEW DELHI

Email: metroseth@gmail.com

Website: www.metropolisvaults.com

Only private vault system being run by a woman, providing quality solutions to address the need of the shortage of lockers with banks and recognized as one of the safe custody vaults across the world for important documents and valuables



Metropolis Vaults is an internationally recognized private vaults provider based in South Delhi, catering to the growing need for people to keep their valuables and important documents safe. Metropolis Vaults is listed in many international directories and guides on recognized safe custody vaults across the world.

Geeta Seth established Metropolis Vaults in 1994, after experiencing inefficiencies at bank run vaults and observing improved quality in many private run establishments. Metropolis Vaults solves this problem with better than bank-level security but goes several steps ahead in offering customers extended hours for operation even on banking holidays.

ACHIEVEMENTS:

Metropolis Vaults is the leading locker facility in Delhi. The greatest achievement has been the trust of the clients, a majority of whom have been with them since inception in 1994, and who have entrusted the company with the responsibility of safekeeping of their valuables and important documents. Metropolis is the only private vault system being run by a woman, and the staff also comprises mostly of women. Rated the best managed Vault in Delhi, it is the first and only ISO 9001-2008 Certified Vault in Delhi.



CHALLENGES:

Geeta faced several challenges initially, when setting up the vaults, as some people were apprehensive about a woman running a high security and critical establishment like a private vault. But what was perceived as weakness turned out to be the strength of the business. The first customers were women who found it easier to talk about their issues in keeping their valuables safe and accessing them when they needed them most. Geeta was able to understand their perspective, and for the convenience of her clients, she decided to keep the vaults open on weekends and most holidays, besides offering extended hours.

FUTURE PLAN:

Geeta plans to offer the Metropolis experience at more locations -to clients who have moved to other areas, and unable to find the quality of services and safekeeping that they offer. She also plans to introduce digitization and safekeeping of important documents. Another plan is to increase revenue per annum from the current 150 lacs to 500 lacs by 2025.

BUSINESS DETAILS:

- Business segment: Services
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 50%
- Years in business: 26
- Number of people employed: 6
- Important clients: Who's who of Delhi, needy & senior citizens
- Are you exporting: No

AWARDS & RECOGNITIONS:

- ISO 9001-2008 Certified
- Felicitated by clubs and local bodies



GEETANJALI KASLIWAL

Managing Director
ANANTAYA



JAIPUR, RAJASTHAN

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Website: www.anantayadecor.in,
www.anantayadecor.com,
www.akfdstudio.com

A blend of passion, mission and design sensibilities that gave birth to unique convergence of India's past and present activated by the efforts of awarded designers collaborating with skilled artisans, making handmade luxury a part of everyday life

Geetanjali Kasliwal, a fervent connoisseur of traditional Indian culture and admirer of beautiful things in and around nature was drooled over by the craftsmanship of artisans. This was the concept behind the beginning of AnanTaya.

AnanTaya and AKFD's products and projects are a unique convergence of India's past and present activated by the efforts of awarded designers collaborating with skilled artisans. The company is involved in the design & manufacturing of products and services, infusing centuries of craftsmanship with contemporary design sensibilities. AnanTaya & AKFD brands focus on Furniture, Lighting Accessory and Product Design. In order to revive crafts, the finest is patronized, establishing benchmarks for quality and consistency while establishing a reliable Indian Design Brand. Through innovative use of materials including re-purposed elements in innovating Furniture, Lighting and Interior accessories, the company creates new opportunities and improves livelihoods for artisanal communities. Here, handmade luxury is a part of everyday life. Our business, designing, manufacturing and marketing model demonstrates how handmade converges with small batch production to come up with the finest in Modern Indian Design. Founders Geetanjali and Ayush aspire to improve the lives of a million artisans.

ACHIEVEMENTS:

Retail: AnanTaya brand operates in the overlapping areas of craft and culture and has a wide array of products ranging from homeware to garments. AKFD specializes in contemporary design and furniture and collaborates with Architects and Specifiers to develop Bespoke Furniture, Lighting and



Installations. Bright decorative lights turn spaces into a statement, extending from simple suspended luminaires to large customized light installations. The brands have independent retail presence in Jaipur, and partner stores in different cities.

Projects: A dedicated project team is involved in realizing the design vision of architects and interior designers for Hospitality, Infrastructure, Art and Installations. A team of talented designers and architects support this enterprise to execute projects internationally. Furniture for Titan Headquarters in Bangalore, the Punjab Grill Restaurant in Washington DC and the Mudra Installation in the Delhi T3 International Airport, are iconic projects executed by the company.

Exports: Furniture, accessories and lighting are supplied to wholesale and retail clients over 16 countries worldwide. A dedicated office in Chicago caters to the American market. The Exports team is led by experienced Merchants, who work towards timely deliveries and high-quality standards. Clients include companies like Crate and Barrel, Design Within Reach, Tom Dixon, along with an array of design and retail houses.

Consultancy: The latest venture shares the company's design expertise in the area of interiors and products. The team comprising architect and interior designers with an array of specialist consultants delivers high quality hospitality, retail and residential projects. The Interior design division of AKFD is a 6-year-old practice, which started with the Iconic Narendra Bhawan Hotel in Bikaner. The Hallmark of the practice is meticulous attention to detail, and a deep involvement in the functionality of the spaces.

CHALLENGES:

- Scaling up from 25 Cr to 200 Cr requires turning over a new leaf.
- Team trainings business consultancy, Systems, process and Software that support the growth.
- Financial planning is a challenge with cash flow issues. This needs to be sorted at projection and planning through hiring cost accountancy services.
- Efficiency of production needs to come in to reduce manufacturing costs.

FUTURE PLAN:

- New Factory premises 600000 sq ft and a new AKFD showroom has been added this season. Therefore, Pipeline and systems are to be put in place next.
- Moving towards the goal of 200 Cr.
- Employment generation for artisans positively impacting lives of a million artisans in a sustainable manner.

BUSINESS DETAILS

- Business segment: Manufacturing & Trading
- Registered with MSME: YES



- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding; 27%
- Years in business: 19
- Number of people employed: more than 7000
- Important clients: Amitabh Bachchan, Tom Dixon, GMR, GVK, Titan, ONGC, WeWork, Citibank, Piramals, TajHotels, Citibank, Boston Consulting Group, Priyanka Chopra, Kunal Kapoor, Shobha De, Smt. Vasundhara Raje, Shashi Tharoor.
- Are you exporting: Yes

AWARDS & RECOGNITIONS:

- SIDBI India Best employment Generating MSE Award 2019
- UNESCO Seal of Excellence 2006,7,17,18,
- 100 most Influential Design firms in the Indian Subcontinent 2018 by Architectural Digest
- Lexus Design Award 2019
- Interior Lifestyle Award 2015 by Messe Frankfurt
- EDIDA Designers of the Year 2013
- POOL Best Furniture Design Studio of India 2016.
- Women Power 2019 by Rajasthan Jain Yuva Mahasabha
- 100 Womannovators of India 2018 by Confederation of Women Entrepreneurs
- FICCI Women of Future 2016
- Tamanna Udan Ki Women Entrepreneur 2015



DR. GEETHA PREMKUMAR

Director
Vector Indojanix P Ltd.



CHENNAI, TAMILNADU

Email: vectorgpk@gmail.com

Website: www.vector-power.com

Providing sophisticated, practical and cost-effective solutions to all power related problems by manufacturing, marketing and servicing of Power Electronic Products for the past 25 Years

Dr. Geetha Premkumar is the Founder - Director of Vector Indojanix (P) Ltd, involved in the activity of manufacturing, marketing and servicing of Power Electronic Products for the past 25 Years. Indojanix Group is the national distributors of ARTronic brand UPS from Europe (AEG group Germany) in India.

Geetha Premkumar had no background in business ownership before launching an enterprise distributing power supply equipment. Having previously worked as a teacher in the information and communications technology sector, the desire to do something on her own motivated Geetha Premkumar to open a business that would enable her to balance work and domestic duties. Geetha Premkumar identified power supply as a market need that she could meet and founded her business "Vector Indojanix".

The business is all about providing solutions to all power related problems. We manufacture industrial type servo voltage stabilizers, Online IGBT technology UPS, power conditioners, domestic type inverters, APFC panels etc. The power condition is not same in all areas in Tamil Nadu. In India 220V-230V is required to run all electrical and electronic gadgets effectively and safely. The power problems can be classified under many heads. However, expertise is required to find out the suitable solution for client's problems. Vector Indojanix does not over engineer or under engineer her products but provide right product which is technically and commercially viable. The company is an ISO 2009-2015 certified, with clients in all segments industrial, domestic, MNCs and high-profile individuals.



ACHIEVEMENTS:

The company is able to retain its clients for more than 20 years which is very remarkable in the electronics industry. Although a MSME unit, right from the inception the company has allocated funds for CSR activities and the same was carried out even during difficult times. The company has recruited people from down south non-urban areas that too diploma holders and has molded them technically and professionally. The company is able to do service for global products at Chennai although no engineer has visited abroad. Proper training is given to them periodically. The company is working on its own funds. From the inception till date, the company did not have bad debts at all. The salaries are paid on time without any deviation from the inception till date. The company commands a high level of respect in power electronics industry.

CHALLENGES:

Like any other MSME unit, Vector Indojanix faces tough competition from big companies. They slash the prices due to volume business and the same cannot be done by this company. Actually, MSME only give proper skill training to all newcomers, however working in a MSME, however professionally run is looked down among the youth due to its size. Hence getting proper manpower is still a problem. Statutory taxes have to be modified accordingly for MSME in order to encourage them. The companies do not pay on time as committed in purchase order and it drains our energy in collections. To be free from bad debts, Vector Indojanix has put enormous efforts so far. The government has to make MANDATORY to all MNCs, government sector to procure from MSME sector.

FUTURE PLAN:

- To get into SOLAR products.
- To develop power protection products for AV industry which is growing very fast.
- Intend to increase the territory presence more in the coming years.

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 99% shares held by self and 1% by other
- Years in business: 29
- Number of people employed: permanent - 6 part time- 2
- Important clients: Panasonic Carbon India Co Ltd.; Casa Interiors Studio P Ltd.; Farwood' Industries P Ltd.; Office 2000 Solutions P Ltd.; S M Hospital K K nagar; Ennore Tank Terminals P Ltd.; Rajastan Association of Tamilnadu; Cool Cosmetics P Ltd.; Sri Jaghadhguru Vedha Kaviya Vidhya Bhavanam Trust. And many others.



- Are you exporting: No

AWARDS & RECOGNITIONS:

- Identified as a best Entrepreneur and was awarded "The OJASWINI UDYAMITA ALANKARAN 2009" by "Ojaswini" a leading magazine for women development in Madhya Pradesh, then supported by govt. Of Madhya Pradesh.
- State Level Best Woman Entrepreneur Award by Govt. Of Tamilnadu.
- District Level Best Woman Entrepreneur Award in the General Category By Govt. Of Tamilnadu.
- Best woman entrepreneur award for excellence among SAARC nations in the international category.
- "Women Ngo Award' By Lions Club International Dist.
- Ritz Women of Merit Award for Professional Excellence



GITA RAMESH

Jt. Managing Director
Kairali Group



NEW DELHI

Email: gita@kairali.com

Website: www.kairali.com

The heart and soul behind the Kairali Ayurvedic Group since its inception and the face of the organisation, Mrs. Gita Ramesh is the Joint Managing Director of the Group. With more than 30 years of experience in Ayurveda she has been the spearhead of the group since day one and is responsible for guiding it to become one of the most successful Ayurveda companies in the world. She maintains an unfaltering commitment to the quality of knowledge and treatments used at Kairali's resorts and spas and is committed in spreading the knowledge of Ayurveda across the globe.

After having done M.Sc. (Biochemistry) and Bachelor in Alternative System of Medicine and getting married in a family of Ayurvedic Physician, Gita decided to utilize her knowledge and expertise to the fullest and decided to accomplish her vision of taking Ayurveda to a different level. Accompanied by my husband Mr. K.V. Ramesh created 'Kairali' which has proved to be a benchmark for others, to benefit people across the globe with 5000-year-old medical science Ayurveda. The first bloomed in the year 1989 in the form of 'Kairali Ayurvedic Centre', New Delhi.

Further decided to expand in terms of providing not only service but to offer one stop solution through Ayurveda and introduce Ayurvedic Product Line called Kairali Ayurvedic Products Pvt. Ltd. to penetrate deeper in the global market and reach masses easily.

ACHIEVEMENTS:

Pioneered is bringing our traditional Indian science to the forefront globally itself is a great achievement in itself. Moreover, from one center we are across 9 Countries and 35 locations and



providing employments to thousands of people. I have been featured in various leading newspaper and magazines not only in India but abroad too. Featured in India's Most Powerful Women Book, awarded as the 'Best Women Entrepreneur for Promoting Wellness 2010'. The Kairali Centers and The Ayurvedic Healing Village got various awards.

The Kairali Ayurvedic Healing Village was recognized as one among the Top 50 Wellness Destination of the World by National Geographic Traveler and top 10 in Asia and is selected as one of the Best Wellness Mecca's in the World. Kairali Ayurvedic Centre, New Delhi received 'Medical Value Travel Awards' by FICCI in the category Best Wellness Centre of the year 2018. Gita has also have been called as a Speaker for Various Conferences in India and Abroad.

Authored two books Ayurvedic Books called 'Ayurvedic Herbal Massages' so that Ayurveda could reach far wide and the 'Ayurvedic Cook Book' for people to follow a proper diet.

CHALLENGES:

This being a service field there was many challenges. Ayurveda wasn't a known area when Gita started. It was very hard to convince the people that a very old problem of theirs could be treated and one could get result especially after they have undergone treatment from many well-known allopathic doctors. The patient hesitated to pay for the services they felt the charges were very high and would ask for discounts. They just didn't understand how expensive the products are to manufacture and the overheads were so high as everything had to come from Kerala also the manpower. The future was so uncertain. Recruiting the right talent like therapist was a huge task checking the competence of the Doctors had to be measured before hiring. First few years managing the income was also not easy slowly patient started understanding, business, started picking up and 'Kairali' grew and now it's a well-known Ayurvedic Brand.

FUTURE PLAN:

- To make Ayurveda recognized the World over and promote the Preventive Aspect of Ayurveda Globally.
- To promote the preventive aspect, by that the world will be much healthy place to live with much lesser diseases.
- To make Ayurveda a lifestyle and to increase the usage of Indian Ayurvedic Products globally.
- Gita's future vision is to project 'Kairali' to be synonymous with Ayurveda across the globe.

BUSINESS DETAILS

- Business segment: Services and Manufacturing.
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: Two
- Percentage of shareholding: Fifty percent.



- Years in business: More than 30 Years.
- Number of people employed: Almost 700.
- Important clients: Mr. Sharad Pawar, Mrs. & Mr. Ajitabh Bachhan, Mrs. Lulu Guinness, Mr. Naresh Narad, Ms. Susmita Mahajan, King of Rwanda, Sheik's from various UAE Countries, Presidents & Chairman from various Industries from India and Abroad and various Ministers from India and Abroad, amongst many others.
- Are you exporting: Yes

AWARDS & RECOGNITIONS:

- National Quality Award
- Best Women Entrepreneur for promoting Wellness
- Exceptional Women of Excellence 2017



GORSI A. PAREKH

Chairperson & Managing Director
Arraycom (India) Ltd.



GANDHINAGAR, GUJARAT

Email: qorsiap@qmarl.com;

admin@arravcom.co. in

Website: www.arravcom.co.in

Academician turned entrepreneur, successfully building on the legacy of her late husband's vision of becoming the leading name in the telecom integrated broadcast systems and seismology industries in Gujarat and beyond

Gorsi Parekh is the chairperson and managing director of the Gandhinagar (Gujarat)-based Arraycom (India) Ltd. Arraycom is a well-known name in the telecom integrated broadcast systems and seismology industries in Gujarat and beyond.

A family and child welfare postgrad of the reputed Tata Institute of Social Sciences (TISS), Mumbai, Parekh intended to build a career in social work. But the untimely death of her husband in 2002 imposed the responsibility of taking charge of Arraycom.

ACHIEVEMENTS:

After envisaging the potential of solar business, the Solar Power EPC Division was started in the year 2016 and till date successfully executed over 300 projects of more than 1500 KW of capacity in total, including grid-tied roof top solar both for residential & commercial.

During the year 2018-19 the company has achieved sales turnover of Rs.120 crores. The highest turnover in its history. The Company has rapidly captured the market in the field of Solar power generation projects. For the year 2019-2020 the Company has so far achieved the sales turnover of Rs.248.00 crores.



CHALLENGES:

Technology, Tariffs, Regulation & compliance, competencies & recruiting the right talent, cash-flow and financial management, environment concerns, skills & attitudes.

FUTURE PLAN:

To be leading Electronic and Precious Metal materials Company in India and Globally.

BUSINESS DETAILS:

- Business segment: Manufacturing/Services/Trading
- Registered with MSME: Yes
- Are you the founder: Late Mr. Atul Parekh (husband)
- No of partners: 4 Directors
- Percentage of shareholding: 100%
- Years in business: 1992
- Number of people employed: 44
- Important clients: Doordarshan, All India Radio, Bharat Electronics, Ministry of Defence etc.
- Are you exporting: Star exporter - Year 2000-01

AWARDS & RECOGNITIONS:

- Top 50 most influential people of Gujarat (Divya Bhaskar)
- Top 50 women of Gujarat (Times group)
- Women entrepreneur of year 2015-16 by Times group
- Women entrepreneur of year 2016-17 by FICCI FLO



HARSHA VANDAN GANDHI

Founder
Pure Temptation



AHMEDABAD, GUJARAT

Email: harshagandhi@puretemptation.com

Website: www.puretemptation.com

Creating a buzz in the chocolate industry, a success story that depicts why entrepreneurship is ageless.

Pure Temptation Private Limited saw its humble beginnings in 2008 which it began making industrial use Choco paste. Today, it has grown into a company that is synonymous with quality and excellence.

The founder Harsha Gandhi started the firm at a ripe stage of life at 53 years, after she had established herself as a person with entrepreneurship skills, thanks to her family's business background.

Choco Blast - Mini Waffle Cones filled with Chocolate, is the company's flagship product, is a first in India and is available in various MRPs. In addition, wafer biscuits, bars, Choco-spreads and toppings in several delicious flavours to add that special zing to your products and concoctions. It's a Women Centric Firm where 90% staff are female.

ACHIEVEMENTS:

The Company is still the first manufacturer of chocolate filled waffle cone. In the world there are 7 companies which are manufacturing this kind of product and we are one of them. The products are available in 20000 shops of Gujarat, Assam, Rajasthan and Maharashtra.



CHALLENGES:

- Manpower and market expansion.
- Increase in the price of raw materials,
- Encountering widespread government regulation and competitive pressure.

FUTURE PLAN:

- To expand the business in Confectionery Items and in future wants to expand export Business.
- To increase the production capacity through automated machineries.
- To expand outreach to all Indian States

BUSINESS DETAILS

- Business segment : Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 99.99%
- Years in business: 11 years
- Number of people employed: 60
- Important clients: Alpha Mall (Mumbai), Mohandas Mithaiwala (Surat), Vipul Dudhiya, Eden Supermarket, Bikaner Sweets, Shiv Raj Supermarket.
- Are you exporting: Yes

AWARDS & RECOGNITIONS:

- 'Priyadarshani Award' in 2015 from Federation of Indian Women Entrepreneurs for Outstanding Women Entrepreneurs.
- Swayamsiddha 2015-16 by Gujarat Chamber of commerce and Industry.



HEMA HARCHANDANI

Managing Director & Founder
Canvas International School



JAIPUR, RAJASTHAN

Email: hemaharchandani@canvasinternationalschool.com

Website: www.canvasinternationalschool.com

Working to create a new world for children with interactive and creative educational philosophy and thereby building a strong foundation for the future of India.

Hema Harchandani is the MD & Founder, Canvas International School, an exemplary preschool situated in multiple regions in Rajasthan, Madhya Pradesh, Maharashtra, and Delhi. We are proud to educate about 3000+ children varying from 18 months to 5.5 years of age.

The pillars of a great institute stand firm when the visionary behind it always aim high, work hard and care deeply about what they believe in. Ms. Hema Harchandani, one of the visionaries and an inspiring woman entrepreneur, founded a chain of Canvas International Preschools and has a zeal to build a strong and skilful future generation to lead India onto the path of immense success and progress.

Using collective experience, the school has created a unique model which imparts all basic skills and the development a child needs in order to be a successful member of the society.

Ms. Hema a Commerce graduate and MBA has an experience of more than 15 years working with banking sector, Life Insurance and Financial distribution sectors as Head of sales. She started her journey of Canvas International Preschools in 2016 and since its inception now has more than 35 Schools and more than 3000 kids across Rajasthan, Madhya Pradesh and Maharashtra.

ACHIEVEMENTS:

The growth of the school has been exemplary, with several accolades, achievements and milestones

- Exemplary work in the field of education -2019
- Women Achievers Award-2019



- Education Icon Awards 2019
- Global Education Award- 2018
- Rajasthan Education Excellence Award -2017
- Hall of Fame Award 2019 - Top 50 Franchised Pre Schools in Asia by ECA and many more.

CHALLENGES:

There was lack of clarity in set procedures, but with time procedures evolved as were deemed fit. Every day was a new challenge, resources and funds crunch was there too. As an entrepreneur journey, at initial phase, success was to arrange for resources, the basic ingredients, to establish that once the initial framework was set to measure success shifted to measuring performances.

The sheer perseverance and zeal to achieve desired growth through a franchise model was the main challenge for expansion. We follow the principle of setting up the home brand first and establish a blueprint. Once the procedures and modalities were standardized, we are now into expansion and committed to providing outstanding performance in Preschool education.

FUTURE PLAN:

Working towards being the best Preschool brand nationwide across Pan India and provide quality education in nurturing the young tiny tots to be future citizens of the country.

BUSINESS DETAILS:

- Business segment: Services
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: 40
- Percentage of shareholding: 80%
- Years in business: 3+ years
- Number of people employed: 50 plus
- Important clients:
- Are you exporting: No

AWARDS & RECOGNITIONS

- Education Icon Awards 2019
- Global Education Award- 2018
- Rajasthan Education Excellence Award -2017
- Hall of Fame Award 2019 - Top 50 Franchised Pre Schools in Asia by ECA and many more.



HEMALATHA ANNAMALAI

Founder
Ampere Vehicles



COIMBATORE, TAMIL NADU

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Website: www.amperevehicles.com

The first company in India to indigenously manufacture key components of an Electric Vehicle, with a decade of experience in building and manufacturing electrical vehicles.

Hemalatha Annamalai is the Founder of Ampere Vehicles, an early mover that spearheaded India's E-Vehicles revolution. Ampere has carved a niche for itself as an innovative technology creator in the nascent Indian Electric Vehicle Industry, contributing to environmental sustainability. Ampere has been recently acquired by Greaves Cotton Ltd.

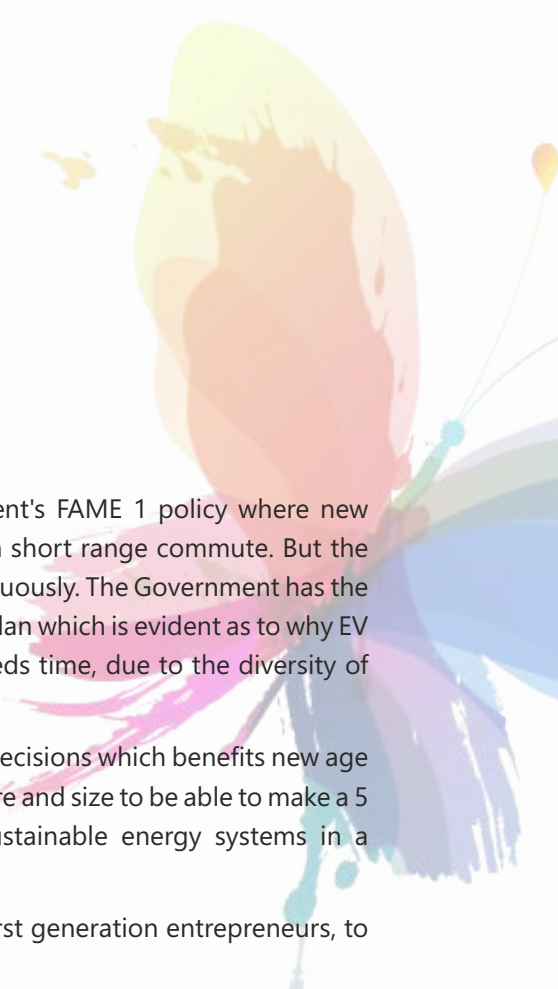
A serial entrepreneur, Hema has spent the last 25 years creating and driving varied entrepreneurial ventures spanning Professional Services, Electronics, Training and Automobiles.

Hema strongly promotes Job Creation, focusses on Women empowerment and invests in Innovative disruptive start-ups that solves societal problems.

ACHIEVEMENTS:

- Created women friendly assemble line with best-in-class manufacturing practices, contributing to 30% women workforce.
- Ampere became the "first" in many aspects of building a manufacturing company and creating the AMPERE brand focusing on rural and semi-urban markets.
- First to build an Automotive Brand from Coimbatore
- First to build a customized product for textile mills



- 
- First to make Electric 3-Wheeler for the differently abled
 - First to get the Ampere R&D recognized under DSIR.

CHALLENGES:

As an MSME, Ampere significantly benefitted from the Government's FAME 1 policy where new customer segments were created for the rural markets focusing on short range commute. But the Electric Vehicle (EV) policy of the Government keeps changing continuously. The Government has the right intention but incorrect assumptions or faulty implementation plan which is evident as to why EV is not taking off completely. The Indian market is complex and needs time, due to the diversity of customer segments and infrastructure limitations.

The current government having known for making quick and rapid decisions which benefits new age entrepreneurs can actively engage with industry irrespective of stature and size to be able to make a 5 years roadmap, focusing on creating 2-3 hubs as pilots with sustainable energy systems in a systematic manner.

The government must implement market friendly tax policies for first generation entrepreneurs, to encourage them to start/ invest in new ventures post exits.

FUTURE PLAN:

Contemplating on two business ideas - One in product and the other in Service.

Product: Wanted to design, create and build a Hydrogen Fuel Cell based four wheelers focusing on the Load carrying vehicles if the conducive policies are set by the Government.

Service: Keen on creating a Job creation platform focusing on Women and empowering them holistically.

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 67% until Nov 2019. Just Exited my venture after selling her stake to Greaves Cotton Ltd, Mumbai in November 2019
- Years in business: May 2008 to November 2019
- Number of people employed: 162
- Important clients: Bounce, Vogo, Big Basket, DRDA,
- Are you exporting: No



AWARDS & RECOGNITIONS

- The New Indian Express & The Sunday Standard - Devi Award for Exceptional Indian Women who display dynamism & Innovation in their work for the year 2017.
- Frost and Sullivan 2017 - India Electric Mobility Technology Innovation Award.
- Best Startup Category - Magudam Award by News 18 for the year 2017.
- Confederation of Indian Industry (CII) - Business Line Southern Region Emerging Entrepreneur Award for the year 2014.
- Best Eco-Friendly company contributing to Environment by Lead India 2020, a national movement initiated by former president Dr APJ Abdul Kalam for 2013.
- Best Entrepreneur - Sadhana Award by Federation of Indian Chamber of Commerce and Industry (FICCI), Coimbatore, for the year 2012.
- New Product Design Award by State Commission for Differently Abled in Tamilnadu in 2010.

INDU KAPAH



NEW DELHI

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Website: www.inka.co.in

A home linen brand rooted in tradition and sentiment, INKA moves forward with the force of its sustainable, carefully crafted designs.

Inka is a brand of Hand Block Printed Bedlinen and Home Textile products having its own manufacturing setup in Delhi. All the products are 100% cotton and cater to a niche market. Well known for high quality products and recognized as a premium brand in India and International, it uses the vast abundance of colors and inspiration from the ancient block printing technique, with products which are swiftly adaptable to the world we live in today.

Indu Kapahi is the founder of INKA, an artist and activist for the art of the block print, which is beloved to her. Indu's journey first started in as impromptu rendezvous in the by-lanes of Jaipur, where she encountered the art of the block print, its laboriousness, its ability to capture the beauty of the world outside it. Indu's designs are a confluence of her love for the things she sees, as well as rigorous study and detail that she has perfected through time.

INKA, coming from the word "Inkosh" means personal space: in this, INKA shares her personal canvas and thoughts with the world.

ACHIEVEMENTS:

Inka was started with 3 people in 2007 and now Inka is a team of more than 100 people with annual turnover of around 1 million USD. After 12 years of journey, INKA now has agents in 15 countries including US, UK, Europe, Japan, Russia and Australia, who are working exclusively for brand Inka.

Indu is working on revival of craft, with 16 tables of Hand-Block printing and almost 25 manpower for the same in Delhi. INKA is also training 10 people at any time in the factory for hand-block printing.



CHALLENGES:

Safeguarding the designs from people who always looks opportunity to copy the designs.

FUTURE PLAN:

Indu wants to be in 20 countries as a Brand by 2022 and wants to increase turnover to 3 million USD by 2023. For this, INKA is adding high-end apparels to the range of products which will be for niche market.

BUSINESS DETAILS

- Business segment : Manufacturing
- Registered with MSME : Yes
- Are you the founder : Yes
- No of partners : Two
- Percentage of shareholding : 33.3 %
- Years in business : 12 years
- Number of people employed : Approx 100
- Important clients : Inka, Fabindia, Goodearth, Conran Shop, Pehr, Neimen Marcus, One Kings Lane
- Are you exporting : Yes



IRAM MAIMUNA

Managing Director
EWaste-Social



BANGALORE, KARNATAKA

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Website: www.ewastesocial.com

A holistic online platform for aggregation of e-waste, responsible e-waste management, carbon footprint reduction certification, and fulfilment of corporate social responsibility through the value chain.

EWaste-Social is the brainchild of Ms Iram Maimuna, Managing Director of EWaste-Social Pvt Ltd - based out of Bangalore an aggregator which connects companies with e-waste recyclers. She is responsible for the company's vision, global strategy and day-to-day operations. Iram is an IIM-Bangalore alumni is a creative and resourceful professional with a track record of directing and or playing a contributory role in major developmental programs for sustainable living.

It is an approved electronic waste aggregator associating organization with e-waste recyclers for handling, recycling and reusing of Waste Electrical and Electronic Equipment in an eco-friendly way.

Through strong organic growth, expansion, a customer-first market approach, as well as product focused strategy; E waste Social has led a redefinition of this large market and built a formidable roster of customers and partners. Iram is a firm believer of sustainable living and wants to do her part in applying technology to improve sustainability.

ACHIEVEMENTS:

E-waste-Social partners corporates across sectors to develop e-recycling programs that are customized to their specific needs, whilst balancing compliance, convenience and cost, through a highly efficient take-back and recycling program. The plans can be tailored as per the requirement of individual producers / manufacturers to ensure responsible management of end-of-life electronics products.



The company's scientific recycling and disposal methods aim to protect human health and the environment from any hazardous consequences, which would be otherwise caused by the unscientific waste management. Through the state-of-the-art e-recycling process that is fully compliant with global environmental norms, the company helps in maintaining the customers' leadership position and business excellence. Our CSR initiatives help augment our e-waste management programs and enable customers to meet their Environmental, Social and Corporate Governance (ESG) mandates.

CHALLENGES:

With the increasing consumption of gadgets with latest technologies, discarding rate of electronic equipment is also increasing rapidly but whatever discarded, need not necessarily be an end of life only. There are chances that certain equipment and components still has useful life either without much of refurbishment or by repairing & upgrading and are good for redeployment at different consumer levels. E Waste Social endeavors to salvage such equipment and components in the best interest of environment & ecology and remarket these items. It may not be out of place to mention that in spite of India's dominance in technology sector, penetration level of computerization is still in a single digit primarily because the cost of acquiring new electronic asset is not within the reach of every consumer. Awareness about refurbishing and recycling is a big challenge and E waste Social has initiated an awareness campaign called "E -Kachara" to tackle the problem of E waste

FUTURE PLAN:

Iram plans to have an in house facility for refurbishing and recycling and they are also working on a model where carbon footprint of each gadget or electronic item can be reduced by employing sustainable environment friendly products. This is a long and process and require planning and efficient implementation.

E Waste Social wants to be a one stop sustainable place for all the E waste refurbishing and recycling needs and to become one stop B2B platform for management, certification, and responsible social use of funds out of e-waste.

BUSINESS DETAILS

- Business segment : SERVICES
- Registered with MSME: In the Process
- Are you the founder: YES
- No of partners: 2
- Percentage of shareholding : PRIVATE LIMITED COMPANY, 100 PERCENT
- Years in business: STARTED IN 2019
- Number of people employed: 5
- Important clients: HKBK COLLEGE OF ENGINEERING
- Are you exporting: NO



DR ISSA FATHIMA JASMINE

Founder
The Public Foundation



CHENNAI, TAMILNADU

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Website: www.thepublicfoundation.org

Passionate social entrepreneur, striving to bridge the gap between food wastage and food insecurity, with the vision to eradicate hunger in day to day life and provide food for the needy

The Public Foundation serves to bridge the gap between food wastage and food insecurity. India is one of the largest producers of rice and wheat globally. It was founded by Dr. Issa Fathima Jasmine, a Chennai - based Orthodontist. Dr. Issa began her charity endeavors when she was as early as 18, when she organized cloth recycling drives in her college.

Today, she's working on a more basic problem of the mankind - food wastage and food shortage. She's been striving relentlessly to tackle these issues with her Ayyamittu Unn community fridges and spared no efforts, working relentlessly talking to possibly everyone who could have something to give to or take away from the fridge.

The vision is to eradicate hunger in day to day life and provide food for the needy. Beside the fridge, there is a "Charity counter" where you can help your neighbors and communities by donating your gently used clothes, shoes, toys, vessels and books.

ACHIEVEMENTS:

Through the fridges, Dr Issa has redistributed 29 tons of food valued at 1.8 Crore, a small but impressive bite out of the 1 lakh crore worth of food wasted every year. The donated food is equivalent to 316,800 meals. 2248 kg worth of toys, 2172 kg books, 2262 pairs of shoes and 45317 kg of clothes have been distributed and channelized to reach the right hands.

The Public Foundation is actively feeding 700 - 720 hungry people every day. With food waste and loss affecting India's GDP, it is a concern that cannot be ignored. One of the biggest contributors to



global greenhouse gas emissions is food waste. With the food not filling the landfills, Dr Issa has been able to prevent the emission of a significant portion of greenhouse gases as well as reducing pollution emitted by wasted food, lots of energy and resources are also conserved by saving food in the fridges. The enormous economic value, societal value and environmental value has gained by focusing on solutions to food waste. And most importantly the project gives hope to the people who need the hope and a thought that they are not alone in their struggles and there is always a helping hand.

CHALLENGES:

Dr. Issa Fathima Jasmine solely manages and run the project, from day to day operations, sustenance and maintenance. Funding and long sustenance of the project is a major challenge.

PROJECT CHALLENGES:

1. Location Selection - She has to ensure that strategic locations are selected as in both the donor and the benefiter should be in the same vicinity. The location shouldn't be in the public walking areas, and not be a nuisance to public in any form.
2. Corporation Approval - Once the location, the Assistant Engineer from the Corporation has to give approval after thorough inspection of the area, so in future that particular area will not be a platform or would be dug for any future activities like sewage or electricity lines.
3. Finding Project Co-Ordinators: Each location has to have a Project Co-Ordinator who can do certain roles. This is a voluntary role. Finding such persons with same dedication and passion is a major challenge.

FUTURE PLAN:

- Dr Issa envisions a community where everyone has access to good quality, nutritious food, understands the consequences of hunger and poor nutrition. Many of those involved in the project are passionate about the fact that it is for EVERYONE. The bold vision is that the Fridges become social spaces and sharing hubs for other belongings, food education, enterprise and much more.
- To be the prevailing centralized coordinating organisation for all food donations and play a key role in the reduction of food wastage within the retail consumer side.
- To bridge potential donors and members.
- To install fridges and donation counters in tier 2 and tier 3 cities.
- To provide access to and knowledge of cheaper sources of food.
- To spread the word on the importance of food resource planning to ensure long-term providence of food for everyone.
- To look at ways to reduce food wastage by giving food a new lease of life through creative and alternative ways.



BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Social Entrepreneur
- Registered with MSME: Yes
- Are you the founder: Yes
- Years in business: 2.5yrs
- Number of people employed: 5
- Important clients: FSSAI

AWARDS & RECOGNITIONS, IF ANY:

- Puthuyuga Thamizhar Award from Madras Institute of Technology
- Unsung Heroes Award from Elite Women's Club
- Change Maker Award from Entrepreneurs Council of India
- Homepreneur Award from brand Avatar
- Social Idea of the Year Award from Radio Mirchi
- Distinguished Alumni Award from Sri Ramachandra Institute of higher Education & Research
- Social Responsibility Award from Rotary Club of Adyar
- Tamil Nadu Guidance Council Award
- Azhagi 2019- I am Unique from Indian Dental Association
- Alert Being Award - 2019



JAYA ARYA

Director & CEO
Edutest Solutions Pvt Ltd



AHMEDABAD, GUJARAT

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Website: www.edu-test.in

India's foremost Paper-Pencil-Based Testing Solutions company that best understands and satisfies the product, service and integrity needs of tests—globally

Edutest Solutions Pvt Ltd is one of the leading Education Testing Company in India. Established in 1982, it is one of the premier companies for conducting Offline exams and Confidential Printing and providing services to leading Universities, Secondary and Higher Secondary Education Boards, Technical Education Boards, Public Service Commissions and various Boards engaged in conduction Recruitment and Entrance Exams both at National and State Levels. Till date, it has served more than 1590 customers and conducted 1130 million exams.

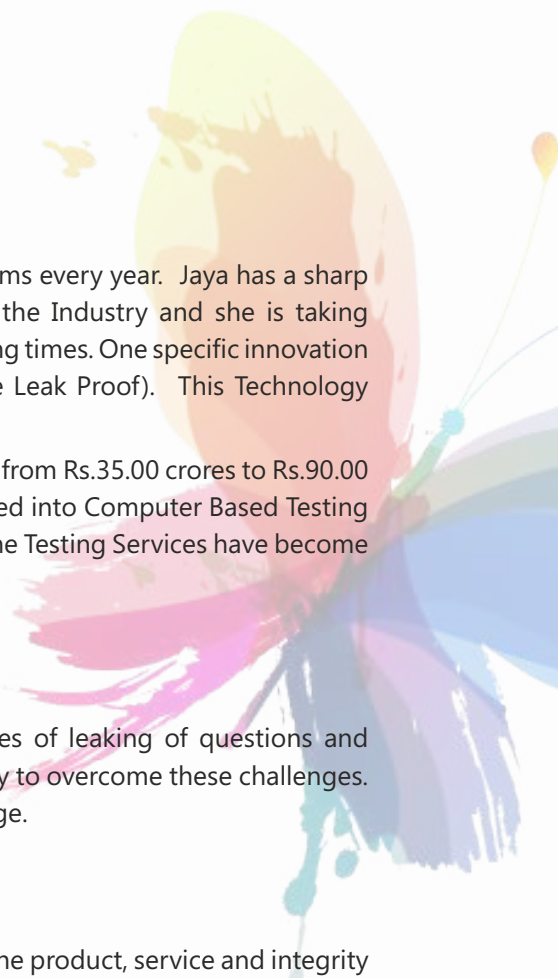
Jaya Arya joined Edutest Solutions full time in 2010. Within just three years of her heading the operations, her efforts were recognized and in 2013, she was awarded the Best Emerging Woman Entrepreneur of Gujarat by the SME chambers of India. Using this recognition and respect as a stepping stone, she entered the marketing and sales side of the business and within the next 4 years, increased the turnover fivefold. She is also the Director of JBR Nirmaan Pvt. Ltd, a family run real estate corporation that has developed residential schemes, weekend homes and commercial offices around the country.

Last five years Jaya has been handling the affairs of the Company single handedly. Company is doing a great service to the Nation by ensuring that only candidates with merit clear the Recruitment and Entrance Exams so that efficient candidates get into Nation's Administration and other services.

ACHIEVEMENTS:

With the unique facilities of printing Question-Papers in all Indian languages, the company has also formed a team of experts of all subjects and languages. Exams in 20 Indian and 8 Foreign languages are conducted successfully. Till date, the company has successfully conducted more than 1130





Million Exams for 1590 Clients, with a delivery rate of 50 Million Exams every year. Jaya has a sharp understanding of the ever-changing demands and challenges of the Industry and she is taking adoptive measures to remain ahead in competition in view of changing times. One specific innovation needs mention is the new SEAL Technology (Secure Efficient Agile Leak Proof). This Technology addresses both the problems of paper leak and copying.

Under her able Directorship, the turnover of the Company increased from Rs.35.00 crores to Rs.90.00 crores in first five years after her joining. The Company also ventured into Computer Based Testing under her initiative. Some of the innovations she has introduced in the Testing Services have become benchmarks for performance for the Industry.

CHALLENGES:

The biggest Challenge in this Industry is the rampant malpractices of leaking of questions and copying. There is an inhouse R & D Team which works continuously to overcome these challenges. Technology is making fast progress and obsolescence is a big challenge.

FUTURE PLAN:

Jaya's vision is to be the agency that best understands and satisfies the product, service and integrity needs of Online and Offline Tests globally. Edutest Solutions Pvt Ltd is already the leading player for offline tests and are planning to become the leading in the Online Exam Sector too in the next five years.

BUSINESS DETAILS

- Business segment: Services and Manufacturing- Conduct of Offline and Online Tests and Confidential Printing.
- Registered with MSME: Yes-
- Are you the founder: Second Generation for Offline Exams and Founder for Online Exams.
- No of Directors: Overall 4, but 2 from the Promoter Group.
- Percentage of shareholding: 33.25
- Years in business: 10 years
- Number of people employed:180
- Important clients: Pubic Service Commissions of eleven States, Secondary and Higher Secondary Education Boards of over 12 States, Technical Educations Boards, Subordinate Staff Selection Commissions and Boards, Various Universities, Various Boards and Agencies engaged in conducting Recruitment and entrance Exams, both at National and State Levels.
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Received Outstanding Women Entrepreneur Award instituted by the SME Chamber of India for the year 2013



JAYADEVI CHOLAYIL

Managing Director
Jullaaha



CHENNAI, TAMIL NADU

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Website: www.jullaaha.com

A business that can support the crafts of India and empower under-privileged women, while promoting sustainability

Jaya Devi started her journey as an entrepreneur with a very clear mission. To build a business that can support the crafts of India and empower under-privileged women, while promoting sustainability.

Her prime focus is on Kalamkari and Batik, both are slowly disappearing arts. Arts which demand time, patience and precision. The PEN Kalamkari at Jullaaha is primarily of the Kalahasti school and is done by hand using traditional techniques, while Batik work is done in-house with all-natural dyes, that are 100% AZO free.

Today, the Jullaaha brand provides an opportunity for artisans to find a market for their work and through this effort creates a steady stream of income for them. It also supports the training and employment of local women.

Jaya Devi was and is unfailing in her belief that to build a sustainable, social enterprise should be long-lasting, the business must be self-supporting and completely indigenous. Every saree at Jullaaha is unique, as all the pieces are handcrafted and cannot be exactly replicated. The personal care products are made with 100% natural ingredients, many of which are home-grown at Jullaaha's own farm.

ACHIEVEMENTS:

- Reviving the ancient art of Kalamkari, Batik and Block Printing on various fabric and supporting the artisans by establishing an exclusive boutique JULLAAHA in Chennai from 2005.



- Independently formulated and marketed Handcrafted Exotic Ayurvedic personal care products by the brand name JULLAAHA.
- Teaching the craft of batik, kalamkari, block and silk painting along with the manufacture of personal care line to destitute women who work in the unit, thus empowering them with a stable income to be independent and creating a sense of community and belonging
- Promoting healthy living and lifestyle for the society, has initiated YOGFT Yoga Center.
- Supporting farmers practicing natural cultivation and to offer to the society healthy, natural, traditional and chemical free farm produces and food products, have promoted an organic store by name FARM TO TABLE. Further Practicing natural and organic cultivation process in their own 100 Acre farm and the produces are sold in the store.
- Inclination towards the society encouraged Jaya Devi to adopt the entire Vengal village and impart special education to underprivileged children, to help them perform better in school and also improve their communication skills.
- Contributing towards Swatch Bharath program by building 15 toilets in and around Vengal and Mamandur village.
- Taking up Miyawaki foresting and has formed a team and planted more than 5000 trees over the past 5 months in Mamandur village near Chennai.
- Preserving precious water and Rain Water harvesting has been done in Vengal and Mamandur village.

CHALLENGES:

- To see that cleanliness is maintained in all the streets of city/ state/ country
- Finding a good substitute for plastic when it comes to product packaging.
- Corruption

FUTURE PLAN:

- To adopt all the 10 villages in the neighborhood and impart special education to the children.
- To teach and give employment for the village ladies to make handmade and sustainable products for their home.
- Clean and desilt the 66 acre lake in the village, which is the main source of water for 6 villages.
- Teach yoga for all the children & Adults in the village.
- Conduct games and tournaments for the village elders along with the children.
- Planned to do Rainwater harvesting in many more villages.
- Continue to build more toilets for the very poor family in the villages.
- Make them all model Villages.



BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- Percentage of shareholding : 100 percent
- Years in business: 15 Years
- Number of people employed: 25
- Important clients: Taj Khazana, Avishya.com, Chamiers, Dhanyam Organic, De Grains, Terra
- Are you exporting: Yes

AWARDS & RECOGNITION:

- Women Achiever Awards 2012 by Raj TV.
- Women Excellence Award 2018 by Dr.A.P.J.Abdul Kalam Institute of Business Management.
- AIMA Sthree Sakthi Award 2019.
- Women Entrepreneur 2019 by Sigaram Thotta Mudal Thalaimurai

JJULIA GANGWANI

Co-Director
JJ Enterprises



NEW DELHI

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Website: www.jjenterprise.co

Member of the International Business Network facilitating relationships between local entrepreneurs and foreigners for the development of business opportunities

JJ Enterprises India is a Consulting company based in Delhi, dedicated to international financing commodities trading, investments and financing.

It is part of the International Business Network based in Lima, Peru which focus of activities is Latin America commodities trading, investment and financing with rest of world.

JJ Enterprises India represents in India the INDIA PERU BINATIONAL CHAMBER OF COMMERCE with national & state Indian Chambers of Commerce and Industry and with Business Associations

JJ Enterprises is the first India consulting company focused on trading of commodities, investment and financing between Latin America and India

ACHIEVEMENTS:

- The first India consulting company focused in trading of commodities, investment and financing between India and Latin America & Caribbean countries
- Member of the International Business Network based in Lima, Peru,
- Representative in India of the India Perú Binational Chamber of Commerce (Peru INCHAM) with all national and state Indian Chambers of Commerce and Industry and Sectors Indian Business Associations



CHALLENGES:

- To create within India a network of brokers trading internationally in commodities, investment and financing to widen and diversify business relations between India and Latin America & Caribbean countries
- To be recognized by India government as an effective tool of widening and diversifying business relations between India and Latin America & Caribbean countries

FUTURE PLAN:

- Create an inter active digital platform between JJ Enterprises India and the net of Indian brokers that deals on commodities trading, investment and financing.
- To facilitate the flow of information about business opportunities between Latin America & Caribbean countries and India.

BUSINESS DETAILS

- Business segment: Services & Trading
- Registered with MSME: YES
- Are you the founder: Co-Founder
- No of partners: 1
- Percentage of shareholding: 50% each
- Years in business: 15 years in Services & 1 year in Trading
- Number of people employed: 05
- Important clients: From Kenya & Latin America
- Are you exporting: No

AWARDS & RECOGNITIONS:

- By Peru Embassy in 2018, for coordinating the organisation of Peru Fabulous Treasures Exhibition at National Museum Delhi
- Certificates of Appreciation from Embassies accredited in India: Peru, Fiji, El Salvador, Sri Lanka & Argentina



JUHI GARG

Co-Founder
ED Times



NEW DELHI

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Website: www.edtimes.in

A youth media startup that ranks amongst the top 5000 websites in India, and top 70k websites globally, across genres

Juhi Garg is a Journalism graduate from Delhi University, a Masters in Corporate Law from National Law School of India, Bangalore and a Grade 5 western classical jazz Piano degree holder from Royal Schools of Music, London. Her career in media has spanned over a decade. She has worked for HBO and Cartoon Network India in communications, as well as been India Partner for one of the top 3 global consulting firms to law firms.

She co-founded ED Times, a youth media startup, rated as the top 10 youth blogs

Worldwide for second year in a row, focused on creating responsible content whilst trying to change reading habits of young India.

ED is a place where Indian millennials comment on news and stories around them, an opinions place by and for really young people and is made of a team of 20+ bloggers.

It was covered by Radio Mirchi 98.3 FM and has been the official blog partner with blockbusters such as Akshay Kumar-Dharma Productions' Kesari, T-Series' Cheat India, Alia Bhatt and Dharma Productions' Raazi, Bareilly Ki Barfi, Vidya Balan's Tumhari Sulu, and Saif Ali Khan's Kaalakaandi.

It also ranks amongst the top 5000 websites in India, and top 70k websites globally, across genres, and is partner with Google News, Yahoo News, Xiaomi, JioNews and Daily Hunt news app with 90 million users.



CHALLENGES:

Profitability

FUTURE PLAN:

- To make it grow to a size which competes with mainstream media channels, so as to bring impact and change in society, through responsible content.
- Positively influence reading habits of young people in the country, who can then be enabled to make wise decisions for themselves and others.

BUSINESS DETAILS:

- Business segment: Media (youth media)
- Are you the founder: Yes
- No of partners: 4
- Percentage of shareholding: 51%
- Years in business: 2
- Number of people employed: 15
- Important clients: Movies of Dharma Productions like Kesari, Raazi. All top financial brands from India like ICICI, HDFC, TATA Aig, Maxlife Insurance etc., Puma, LG, Oppo, Airtel, Honda, Lufthansa, Pernod Ricard, Panasonic, Hrithik Roshan, Samung + VARIOUS others.

AWARDS & RECOGNITIONS

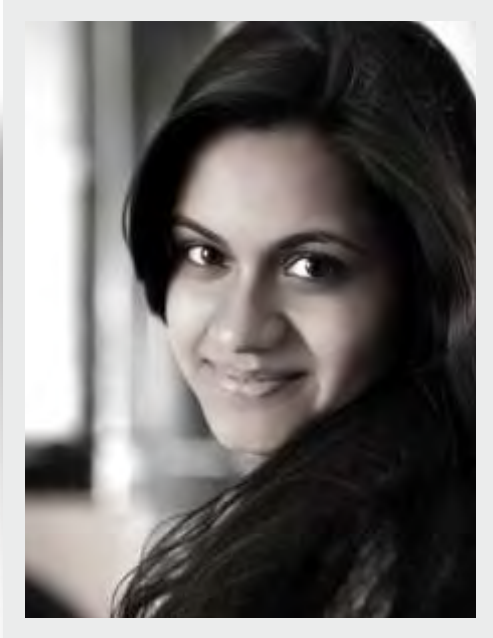
- ED Times is winner of the Best Blog Award (Gold) at the India Digital Summit 2019 of IAMAI (India's Premier Digital Organisation headed by Google Asia VP: Rajan Anandan) in association with Times Now and Network 18, partnered by Netflix, Amazon, Facebook.
- Women in Business Award 2019 for the Media domain (by Easy to Pitch) and as the 'Outstanding Woman Entrepreneur of the Year 2019' by Payal Foundation supported/presented by Indian Chambers of Commerce and Ministry of Finance.
- Indian Women Excellence & Leadership Award 2019' by WIEF, supported by Government of India's Startup India, MSME, Ministry of Commerce & Industry, Ministry of Social Justice & Empowerment & Business World, presented by Hon. Minister Sh. Suresh Prabhu.





JUHI KHANNA

Director
Hattrick IMC Pvt. Ltd.



NEW DELHI

Email: juhi.khanna@hattrickimc.com

Website: www.hattrickimc.com

Hattrick IMC is an idea-centric, marketing communication agency. In less than 2.5 years, we have been able to create a niche in an increasingly competitive market with our out of box thinking, meaningfully curated campaigns and inspiring executions.

With an envious client list encompassing both the domestic and MNC clients to an array of events and campaigns, we have managed to establish ourselves as one of the most trusted agencies. In this short time, we have executed more than 100 campaigns & events and have managed to communicate the brand and social message to a wide spectrum of audience. In the last year, we have added a specialized division called Silent Speak in our portfolio to create value-rich content for all mediums.

ACHIEVEMENTS:

- Successfully managed more than 100 campaigns and over 20 clients of repute covering entire country and neighboring nations.
- Managed to turn company into a profit center in the first year of inception with limited resources and bandwidth.
- Starting with activation and events, have transformed Hattrick IMC into a complete innovating advertising & communication agency.
- Apart from creating campaigns for corporate, I have been actively involved in projects concerning society at large.



- Work for Indian Cancer Society, walk for a cause and project to save water, is testimony to our commitment towards social responsibility.

CHALLENGES:

Being a mother to a 5-year old girl and managing a creative communication agency together is both exciting and challenging. Sometimes balancing the act is not easy.

While the gender bias is fast diluting, it is still prevalent in certain sections of the society. At times it becomes unbearable and disheartening.

The timelines, workhours, client-conflicts and demanding situations can be overbearing. Especially when you are a mother and head of the team.

Meeting work schedules, personal commitments and maintaining a profitable business can be stressful. It is important to remain positive and keep finding sources of inspiration

FUTURE PLAN:

- To become the leading creative communication agency in the country with strong integrity and deep-rooted values.
- To be a source of inspiration for young creative minds and to be able to bridge the gap between corporate and community through creative excellence.

BUSINESS DETAILS:

- Business segment: Services
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 50%
- Years in business: 2years, 3 months
- Number of people employed: 15
- Important clients: Coca-Cola, HCCB, Visa, Uber, Pernod Ricard, Steelcase
- Are you exporting: No
- Awards & recognitions, if any: NA



KANIKA GUPTA

Founder
iktaara



BANGALORE, KARNATAKA

Email: kanika@iktaara.com

Website: www.iktaara.com

A design house offering both curated products as well as custom-made wedding and corporate gifts



Kanika Gupta is an alumna of the JJ School of Art, Mumbai and School of Visual Arts in New York. Since 2009, Kanika has built iktaara into a design house offering both curated products as well as custom-made wedding and corporate gifts.

Her works have been published by Bloomsbury India, Juggernaut among others. Kanika began the movement of adult coloring and doodling workshops— a great Sunday morning activity at Cubbon Park, Bangalore.

ACHIEVEMENTS:

Today iktaara is an award-winning company, with an online shop and with distribution over more 25 shops and a list of regular corporate clients.

Kanika has two books published, published by Bloomsbury, which are distributed worldwide. She has conducted workshops for corporates on doodling, given a talk the IIM- Ahmedabad, and multiple workshops at institutes.

iktaara has been featured in some of the most esteemed magazines, newspapers and blogs to name a few, Vogue, TOI, elled Décor, Home review, Middy, Elle, etc.



CHALLENGES:

The biggest challenge for Kanika has been to get the products made at a landing price that could be easily sold with some profit as well. Sometimes the production cost goes very high and it is difficult to get vendors to translate the designs in the budget, but iktaara goes on with it to maintain quality. This is a challenge still.

There have been times where Kanika has had very little business and even paying salaries was a burden every month, which sometimes made her take projects that were not really in sync with the mission vision of the company.

FUTURE PLAN:

- Distribute the goods worldwide and have an international presence
- Participate in international trade fairs
- Use fair trade in India for manufacturing

BUSINESS DETAILS

- Business segment: Services & Trading
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: None
- Percentage of shareholding;
- Years in business: 9
- Number of people employed: 6
- Important clients: Mrs. Aditya Birla, Mr. & Mrs. Rahul Dravid, Mr. Arjun Hitkari, Mercator Shipping, Swiggy, Goldmansachs, Archidply, Star Matrix.
- Are you exporting: No

AWARDS & RECOGNITIONS

- Young designer of the year by the Home Review
- Designquest
- Silver GIWA award for best wedding invitations.



KANIKA GUPTA

Founder
iktaara



BANGALORE, KARNATAKA

Email: kanika@iktaara.com

Website: www.iktaara.com

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- Registered with MSME: No
- Are you the founder: Yes
- No of partners: None
- Percentage of shareholding;
- Years in business: 9
- Number of people employed: 6
- Important clients: Mrs. Aditya Birla, Mr. & Mrs. Rahul Dravid, Mr. Arjun Hitkari, Mercator Shipping, Swiggy, Goldmansachs, Archidply, Star Matrix.
- Are you exporting: No

AWARDS & RECOGNITIONS

- Young designer of the year by the Home Review
- Designquest
- Silver GIWA award for best wedding invitations.



KAVERI ISHWAR LALCHAND

Founder
KAVERI



CHENNAI, TAMILNADU

Email: kaveri@bykaveri.com

Website: www.bykaveri.com

A conscious but free-flowing articulation of its maker's spirit that celebrates the importance of comfortable garments that have the potential to empower women – of all kinds and sizes – to feel beautiful, and loved, everyday



Kaveri Ishwar Lalchand created the brand KAVERI in 2011, with 3 tailors in the backyard of her parent's home in Chennai, making 30 garments a month. Kaveri makes contemporary clothing for Women, using only 100% pure linen fabrics.

One day when a friend suggested that she should showcase her work at a show in Mumbai, Kaveri sold 270 of the 300 garments she took to the show and since then there has been no looking back!

Kaveri has always looked at clothing through the lens of confidence and empowerment, and have focused that lens on understanding what women feel, think and need.

Today KAVERI is a team of 120, with in-house design, printing, embroidery & production facilities and four of stores in India and a presence in nearly 50 multi-designer stores across India, Europe, Sri Lanka, the Middle East.

ACHIEVEMENTS:

KAVERI has grown in the last 7 years from making 30 garments a month to making 3000 garments a month. An enterprise that is completely bootstrapped and self-funded from day one, KAVERI has showcased the label in important design shows in Paris & London. Now, they have 5 self-owned stores in 3 cities in India. The line of products was showcased at the Lakme Fashion Week, Mumbai



CHALLENGES:

To build a strong, enthusiastic team to take the business forward.

FUTURE PLAN:

- To open more stores and experience centers across the country.
- To empower women to accept & appreciate themselves through their clothing, retreats and events.
- To be able to give back to society by way of creating a system to support the education of the girl child from disadvantaged circumstances.

BUSINESS DETAILS

- Business segment: FASHION MANUFACTURE & RETAIL
- Registered with MSME: Under Process
- Are you the founder: YES
- Percentage of shareholding; 100% - SOLE PROPRIETOR
- Years in business: 7
- Number of people employed: 120
- Important Clients:
- Are you exporting: YES

AWARDS & RECOGNITIONS

- Femina Women's Award 2018
- Women Economic Forum Entrepreneur Award 2019
- Flo Women Achiever Award 2018 -2019
- She Unltd Entrepreneur Award 2019 - Fashion Game Changer



KULPREET KAUR

Co-Founder
Shop Pirate



HYDERABAD, TELANGANA

Email: Kulpreet@shoppirate.com

Website: www.shoppirate.com

Digital shopping assistant for shoppers who are constantly looking out for best offers while shopping online

Shoppirate is Digital shopping assistant for shoppers who are constantly looking out for best offers while shopping online. It is one place to get latest working and verified coupons and deals on your favorite ecommerce store, helping shoppers to save time and money.

Kulpreet Kaur is an accomplished IT entrepreneur with a knack for technology and passion for innovation. With extensive expertise in operations management, she has solid hands-on experience in business processes management by bringing out-of-the-box solutions to the table.

In 2013, she started with a venture called Shop Pirate which identifies the needs of online shoppers and exploits technology to address them. With online shoppers reaching 40 million benchmark by 2015, shoppirate.in helps shoppers to save money and time.

Shop Pirate connects retailers and brands with the right shoppers anytime, anywhere to drive engagement and sales. With fast edge technology and data science, it is essential to gauge the need of shopper and make the process of saving time and money while shopping easy. At the same time, they help merchants/brands to acquire users.

ACHIEVEMENTS:

- Featured in Your story and many other publications as one the top 100 female entrepreneur in India.



- Successfully launched in many other countries.

CHALLENGES:

Over the span of 6 years there has been lot of challenges faced by the company, but they have just driven us to be more passionate about what we do. As there is lot of technology involved in this product, the company has to innovate frequently to give best upgraded services to the users. Frequent change in google algorithm is the biggest challenge. Working with the teams to get in sync with companies vision is a constant challenge and working towards their passion and the goals of the company.

FUTURE PLAN:

- With current presence in USA, Canada, UK, Shoppirate focuses to expand in UAE, Singapore and more APAC region.
- Implementing AI in our product with chatbots making things easier for shoppers.

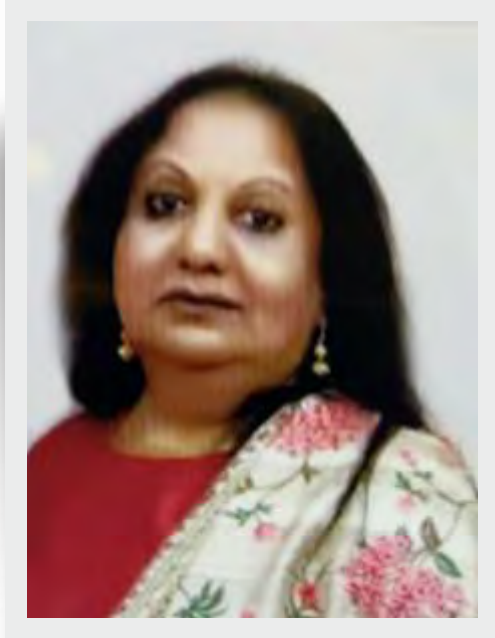
BUSINESS DETAILS:

- Business segment: Service
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 90%
- Years in business: 6.5 years
- Number of people employed: 30
- Important clients: Uber, Amazon, Ola, Flipkart
- Are you exporting: Yes



LALITA GEORGE

Founder
The Cubicle



HYDERABAD, TELANGANA

Email: the.cubicle@rediff.com

The Cubicle was started by Lalita George in 1996 with a vision to raise the bar of cleaning standards in office spaces. Having a hotel background and knowledge of a housekeeper, she set out to start her own company. Her goal was initially towards Information Technology companies and then she got her first contract. She has been a pioneer in the cleaning industry and trained the ordinary into extra ordinary people.

Her company managed to set high standards by using good training skills, eye for detail, cleaning knowledge, use of machinery, good attendance, good communication skills and above all respectful and good behavior of the staff.

Lalita's personal attention and presence helped to grow the business and today it stands tall with as one of the renowned housekeeping companies.

ACHIEVEMENTS:

- To build her business on her own, without any recommendation.
- Lalit was able to break the belief that cleaning was a menial job – instead, taught her clients that it was a noble and essential profession.
- Both young girls and boys could be trained professionally, and it was just not Municipal employees who could clean and had the knowledge.



- She created a buzz in the society with magazines like "THE WEEK" and newspapers like Deccan Chronicle, Telugu papers like Eenadu, Vaartha and the Times of India, featuring her story.
- She also was able to teach people, that 'Acid' was not the only cleaning material but there were many safe materials that could clean hygienically.

CHALLENGES:

- One of the biggest challenges faced was the arrival of corporate cleaning/ Facility Management companies.
- Manpower was lured at higher prices and poaching became the fashion of the day.
- This created disturbance in the business and getting the right price, correct people and created great challenges in work environment.
- Not much remains changed, the challenges remain with highly negotiable prices, high salaries, lack of manpower and ruthless work environment.

FUTURE PLAN:

- To be able to sustain a Green Environment and use machinery in place of manpower.
- Lalita is also working towards huge garbage burning devices which will be smokeless and help to keep the city clean.

BUSINESS DETAILS

- Business segment: Services- Housekeeping
- Registered with MSME: NO
- Are you the founder: YES
- No of partners: NIL
- Percentage of shareholding: NIL
- Years in business: 23
- Number of people employed: 418
- Important clients: IT companies, Diagnostics, Hotels, Clubs, Convention centre, Hospital, Guest houses etc.
- Are you exporting: NO

AWARDS & RECOGNITIONS:

- FAPCI Award Ladies Wing – 2008.
- American Biographical Institute, inc Honorary Appointment to the Research Board of Advisors.



LALITA NIJHAWAN

Executive Director
Nijhawan Group of Companies



NEW DELHI

Email: lalita@nijhawangroup.com

Website: www.lalitanijhawan.com,
www.ckrddt.org

Lalita Nijhawan is an educationist, a social worker, an entrepreneur, and a prolific writer. Her journey as an industrious persona began well in the pink of her youth and her hat has been brimming with feathers ever since. After completing her post-graduation from the University of Delhi, she was only 25 years old when she began her first professional endeavor in the field of education. She established a school in Vasant Vihar, New Delhi successfully for a decade.

Wanting to challenge herself further she ventured into the travel business founding 'Travel Boutique' now known as 'Travel Boutique Online (TBO)', a flourishing family business that has marked its presence in the world since its inception. As of today, 'Travel Boutique Online (TBO)' has its presence in over 100 countries.

ACHIEVEMENTS:

Today, TBO Group is a leading B2B organisation with 42 offices pan-India, 26 offices globally and presence in 100+ countries. It has received 100's of awards from many airlines and have recently started TBO Academy for our thousands of agents.

The company provides representation of over 700,000 hotels, amusement parks, tourist boards of different countries, destination management (DMC), angel investments in nationally successful startups (InShorts, LetsTransport etc.)



Currently Lalita is the advisor of TBO Group & Sonalika Group Corporate Social Responsibility (CSR), the Member of the Board of Governors at the National Institute of Technology and a Member of the Governing Body of Ram Lal Anand College.

Lalita was honored by the former President of India Sh. Pranab Mukherjee in 2016.

CHALLENGES:

During her younger years, working women had to do everything themselves - there was a lot of pressure. She slept only 4 hours a day as she had to do all the household tasks, drop kids to school, and handle her rapidly expanding business without any support. The very successful school she had founded was shut down as I had to take care of her mother-in law who had cancer, she was the only woman at home to take care of the family.

When she returned to the travel business the work method had shifted from manual to digital, as a mother of two children she had to take classes and re-learn everything. Creating space in a man's world was not easy and she worked very hard to create the necessary respect and space needed to grow my business.

FUTURE PLAN:

- To continue angel investment in start ups, and further excel in the development of our Artificial Intelligence.
- Physically we are present in 26 countries and are planning to expand further.

BUSINESS DETAILS:

- Business segment: SERVICE
- Registered with MSME: NO
- Are you the founder: YES
- No of partners:
- Percentage of shareholding: 50 - 50
- Years in business: 22 YEARS
- Number of people employed: AROUND 2000
- Important clients: OVER 70,000 TRAVEL AGENTS
- Are you exporting: NO



AWARDS & RECOGNITIONS

- World's Leading B2B Travel Provider - 26th World Annual Travel Awards
- World's First Largest B2A Platform
- Best Online Travel Booking Site - SATTE
- Best Travel Technology Provider B2B Category at Travel & Tourism Excellence Awards - FICCI
- Best Online Travel Agency at Travel & Tourism Excellence Awards - FICCI
- India's Leading B2B Travel Provider Award
- Asia's Leading B2B Travel Provider Award
- Middle East's Leading B2B Travel Provider
- Middle East's Leading B2B Travel Provider
- Innovative Edge in Online B2B Marketplace- TTJ Jury Award
- World's Greatest Brands & Leaders
- Best Travel Portal
- The Best B2B Travel Portal in India - TAAI Convention
- President Awardee as 100 Women Achievers Award - For Outstanding Social Work in the Field of Education
- Best Talented Lady
- Ojaswani Udyamita Alankaran
- Amity Excellence Entrepreneurship
- Women Trailblazer & Grehlakshmi Goodwill Ambassador
- International Womens Entrepreneurial Challenges (IWEC)
- Women Leader of 2018
- Woman CSR Leader
- Nari Shakti Puraskar



LATHA PUTTANNA

Founder & Creative Head
Shrishti Latha Puttanna



BANGALORE, KARNATAKA

Email: tiya@lathaputtanna.com

Website: www.lathaputtanna.com

The journey of a niche brand out of a garage with two workers to a hallmark creation of women's wear using handwoven, ethnic Indian fabrics and traditional Indian crafts

As a young woman growing up in Bengaluru city in the early 60s and 70s, within a family whose roots were steeped in the city's culture and history, art and aesthetics were a way of life for Latha Puttanna. These early experiences shaped Latha's own interest in Deccan art and heritage and set her on a lifelong quest for what these mean in contemporary times.

Latha Puttanna has, for twenty-seven years, consistently delivered hallmark creations in women's ethnic wear. With her naturally keen eye for colors, sense of design, knowledge of fabrics and understanding of feminine couture she creates women's wear using handwoven, ethnic Indian fabrics and traditional Indian crafts.

She now has two brands- 'Latha Puttanna', the high end haute couture collection that she launches twice a year consisting of churidars and salwars, Lehengas, sarees with blouses in the richer fabrics and jewel tones. All the bridal couture come under this brand.

Her second brand 'Latha', derives its sensibility from a contemporary mood for its design, construction and functionality. The brand encourages appreciating and embracing the Indian heritage by virtue of being more relevant and relatable to a wider and western global audience.

Establishing herself as an artist par excellence and chronicler of the Deccan, Latha's organic and prolific growth as a fashion designer at the forefront of Bengaluru's new-wave fashion scene came from a desire to redefine heritage by persistently reinventing herself.



ACHIEVEMENTS:

Starting out of her garage with 2 craftsmen, 27 years ago, Latha has come a long way. Her brand rings a bell for its quality and aesthetics. She now employs over 50 workers and runs her own handlooms in 3 clusters across south India.

Strongly believing in creating her own fabrics, she now epitomizes the 'Weaver to Wearer' design house. Engaging women workers in a male dominated fashion industry, she hires untrained women for her main workshop as helpers and depending on their individual talent and interest further trains them and subsequently promotes them to either of her tailoring, embroidery or finishing lines.

In fact, some of the stellar performers out of these very women are today in-charge of very key positions in running the operations of her units. Many of these women are today the main bread winners for their own families.

CHALLENGES:

The biggest challenge today is keeping the weavers and tailors going. With the influx of equally paid unskilled job opportunities today, the craftspeople are very tempted to turn towards these professions.

The other challenges are working in an industry that is so capital intensive. Making a woven saree can sometimes take up to 1 year to execute and everyone involved in the process has to be paid weekly, this has been a big stumbling block for Latha.

Not coming out of a design school has also been another challenge because this has made me learn everything out of experience, which has made the journey a lot longer but very fulfilling at the same time.

FUTURE PLAN:

Latha wants to open a bigger store in Bangalore and then expand to Hyderabad, Bombay and Delhi for the Latha Puttanna brand. For the Latha brand I am looking at exporting internationally.

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: none (sole proprietor)
- Percentage of shareholding: 100%
- Years in business: 28
- Number of people employed: 50



- Important clients: we do B2C, so many clients nationally and internationally
- Are you exporting : Yes

AWARDS & RECOGNITIONS, IF ANY:

- KWAA 2019 – Excellence in Fashion,
- She Unltd- Times 2019 – Excellence in Fashion,
- She Can Fly 2018 – Excellence in Fashion



MAMTA BAKLIWAL

Founder and Director
CTO



INDORE, MADHYA PRADESH

Email: mamta@empower-solutions.com

Website: www.empower-solutions.com

Providing large & mature software solutions to the most complex requirements of the customers with highest levels of integrity, professionalism & technological capabilities

Mamta Bakliwal is the co-founder, Director and CTO of Empower Integrated Solutions (P) Ltd, is a 22-year-old company with 15 years in Software Solutions. Empower Solutions is a Web and Mobile Development Software outsourcing company offering customized and robust solutions to various clients across USA, Canada, Germany, Belgium, UK, UAE, Japan, Australia, New Zealand, South Africa etc. with strong multi years continuing partnerships.

Mamta led international & national projects of very high reputes delivering high-quality cost-effective solutions. At Empower she is responsible for new technology assimilation and adoption in the company by evaluating, approving and percolating the usage of new technologies and software for different phases of development.

Empower offers highly cost effective and optimized solutions that facilitate our clients to achieve their business outcomes with speed and convenience, delivering turnkey solutions for Global businesses in Web and Mobile Enterprise Applications, Serverless Cloud Computing on Amazon Web Services (AWS), Big Data Analytics & Business Intelligence, Outsourced Product Development, Open Source Technologies, NET Consulting & Development.

ACHIEVEMENTS:

Empower is one of the pioneers of High-End Networking training in Central Asia. Mamta played a major role in transitioning the company from training to software exports. She has worked with many of the clients since last 12 years and has been able to provide simple solutions to complex problems. Mamta started with a 2-member team and now it is a 100+ team with offices in Indore, Pune and strategic partnerships in US, Germany, UK and Canada.

CHALLENGES:

- Scaling up the organization
- Training and retraining of resources with the state-of-the-art technology and controlling the attrition.

FUTURE PLAN:

- To build an organization that is state of the art in technology and helps solve problems of the society

BUSINESS DETAILS:

- Business segment: IT Services and Software Exports
- Registered with MSME:
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 39%
- Years in business: 22
- Number of people employed: 100+
- Important clients: Nissan Arc, AMC TV, Bridgestone, New York Taxi, etc.
- Are you exporting: Yes

AWARDS & RECOGNITIONS:

- Awarded as a Women leader in Software Exports at SWEEP (Sustainable Growth for Women Entrepreneurs through Export Production) 2017 by MAWE.
- Panel member at MAWE representing Software Export Promotion Council, Delhi attended by International Delegates from UN Women, International Trade Centre Geneva, Asia Foundation and more.
- Panel member of "Boost your Business" conducted by SheThePeople TV and Facebook and FLO
- Winner of Women Business Leader - IT award by Indo Global SME chamber.
- Winner of WOW Business Leader – IT by INMO Facebook community
- Guest of Honor at the annual function of Jawaharlal Nehru Engineering College as an accomplished alumnus
- Panelist at "eChai" on "Scaling up your business"
- Speaker at IIT Indore on Breaking Stereotypes
- Speaker at Josh Talks on Entrepreneurship.
- Speaker under SWAYAM series of FICCI FLO
- Featured in leading Newspapers of MP as a Woman Tech Entrepreneur
- Felicitated at various Platforms like FICCI FLO, iDiva, eChai, etc as a leading Woman Entrepreneur.



MAMTA SHUKLA

Managing Director
Parul Homoeo Laboratories Pvt. Ltd.



KANPUR, UTTAR PRADESH

Email: phl@parulhomoeolab.com

Website: www.parulhomoeolab.com

A homeopathic research based global company focused on creating innovative products which can be effective and affordable

Mamta Shukla is the Founder of Parul Homoeo Laboratories Pvt. Ltd. (PHL), a fully integrated Indian Company headquarter in Kanpur, incorporated in 1988. The company is focused in manufacturing and marketing of the Bio-chemic, Dilutions and Mother tincture. PHL also manufactures and supplies all kind of homeopathy medicines.

The mission of "Parul Homoeo Laboratories Pvt Ltd" is to explore and develop effective medicines based entirely on natural ingredients – combined in innovative products, with enhanced healing effects.

ACHIEVEMENTS:

The founders of the company are initially united by the common vision for carry the natural way of life and have gathered together to establish the company "PHL". The company protects the idea that natural medicines should be a top priority for diseases due to their effectiveness and broader spectrum of applications, compared to any other discipline Medicine. After performing numerous researches and experiments the company focused on creating innovative products which can be effective and affordable.



CHALLENGES:

- Possible contamination during the production process.
- Lack of information about the homeopathy is a very big disadvantage the marketers are facing.
- Proper procedures and other discipline which you need to follow when you are on homeopathic treatment.

FUTURE PLAN:

- The Company's vision is to achieve significant business in proprietary Rx products with strong presence in developed markets.
- It also aspires to be amongst the top 5 Homoeopathic Companies in India
- Together with the commitment of a multicultural workforce, P.H.L. continues to aggressively pursue its mission to become a Research based Homoeopathic Company.

BUSINESS DETAILS:

- Business segment: Manufacturer of homoeopathic medicines
- Registered with MSME: YES
- Are you the founder: YES
- No of directors: Three
- Percentage of shareholding; 41.64 %
- Years in business: 31 years
- Number of people employed: 35
- Important clients: Arti Sales Agency, Homoeo Medicine Center
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Awarded for Best Industrialist in Uttar Pradesh by Chief Minister Shri Mulayam Singh Yadav in 2005.
- Awarded for Business Leadership in 2010.
- Awarded for Women Entrepreneur by TIE in 2012.
- Awarded for Brand Leadership by ABP News in 2019, and many more award are given from various platform.



MANASA YEDDULA

Managing Director
Bloomflex Pvt Ltd



HYDERABAD, TELANGANA

Email: ops@bloomflex.com

Website: www.bloomflex.com,
www.touchoncloud.com

A complete flexible packaging resource that offers strategic guidance on the best flexible packaging solutions and manages the entire packaging development process to make it simple and worry-free



Manasa Yeddula is the Managing Director of Bloomflex Pvt Ltd, a complete clean room food grade packaging facility. It is the single supplier for many dairies for their key SKUs and that is the trust that the clients have on our delivery commitments.

Bloomflex is working towards environmentally friendly packaging solutions and came up with solutions in that lieu as well. It has reached 100+ MT production per month in an aggressive 24 months deadline from the start date. 'On time- Every time' is the motto in delivering and that is reflected by the number of returning customers.

She has also founded Touchoncloud, a company that assembles huge TouchScreen Kiosks. These kiosks are a powerful medium to have a two-way communications device where the end customers voice shall reach the management team. Manasa entered this business to minimize the gap between our client and their customer. Kiosks are infotainment devices where the medium of information shall be both images, videos or more interactive content.

ACHIEVEMENTS:

With a machine using the longevity of the fresh produce such a fruit, vegetables and flowers, with an increase of 60%, thereby empowering the farmers to sell for a better price. It is one of the first few companies in India producing 100% biodegradable films.



CHALLENGES:

- As an entrepreneur Manasa faced quite a lot of challenges, one being a new field lack of skilled operators for the imported machines.
- Bad customers who tried to evade the payments during the initial couple of years was the next big blow.
- Increasing the market reach is limited as of now as she is handling the day-to-day operations.
- Meeting the aggressive market demands at the brand timelines is a challenge.

FUTURE PLAN:

- To see both her companies in the top 5 companies in the respective sectors in India. To achieve the same, Manasa is connecting with all MNCs. And planning on expanding the operations.

BUSINESS DETAILS :

- Business segment : Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 8
- Percentage of shareholding: 24% [In Bloomflex] and 99% [In TouchonCloud]
- Years in business: 3.5 years [since Bloomflex has started] & 8.5 years [Since Touchoncloud has started]
- Number of people employed: 50+
- Important clients: Future Group, Godrej, Sangam Dairy, Big Drum, Scoops Icecream [Bloomflex clients] and Care Hospitals, Apollo Group, Kims Hospitals, Phoenix Infra, Akshara School, Telugu Maha Sabhalu [Touchoncloud clients]
- Are you exporting: Yes



MEERA JHA

Founder
AATM



NEW DELHI

Email: info@aatm.in

A journey from home to a range of 700+ products in semi-precious gemstone, brass & copper handicrafts, available in 7 different countries

Founded by Meera Jha, AATM started its journey in 2016 with 50 products in semi-precious gemstone and with a team of 2 members. In 4 years of journeys, AATM had a wonderful journey and immense growth. Today, they have 700+ products in semi-precious gemstone, brass & copper handicrafts, which are available in 7 different countries and having a strength of 8-10 people. AATM has received acknowledgement from more than 20K people living in different countries. The purpose of the products is not only to give a great look to the spaces but also to bring happiness and peace in their lives. Meera and her team are not going to stop here as they keep finding new ways to bring well-being in the lives of their clients.

ACHIEVEMENTS:

- Retaining all people associated with from day one of the venture by providing them with a friendly and secure environment, and work culture that helps them to create a work-life balance along with spiritual growth.
- The objective was to keep the return percentage of the products under 5% in comparison to e-commerce average product return percentage which is 25% to 40% and AATM has maintained the percentage of positive feedback of more than 95%.
- Over 4 years of operation the company has achieved growth of 3X w.r.t our turnover and profitability.



- Meera believes in “the purpose of every soul is to uplift others in some way”, so she started an NGO in 2019 by the name of “Aatm Foundation” to create a wave of happiness and mindfulness in the society.

CHALLENGES:

AATM Journey started at home. At the initial stage, Meera faced several issues such as low capital, less knowledge about e-commerce and export business. However, Meera's unyielding faith and confidence in her ability made it possible for her to push forward. Slowly, things started to settle down and AATM started growing rapidly. But after a year, she faced issues like high operational cost, decreased growth rate, and many more. To cope up with these issues Meera decided to expand the business by hiring new people and adding new categories of products. Today, AATM is having 700+ products in semi-precious gemstone, brass and copper handicrafts which are available in 7 different countries.

FUTURE PLAN:

- In the next 3 years plan, the aim is to increase the revenue by 3X through adding 1200 products.
- Creating an offline footprint through 300 store tie-ups, more than 50% will be women-owned.
- Geographical expansion to UAE, Australia and other European countries.
- Planning to re-invest 75% of our profitability to achieve these goals.
- Launching an e-commerce website.

BUSINESS DETAILS

- Business segment: Trading
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 99
- Years in business: 4
- Number of people employed: 6
- Important clients: No
- Are you exporting: Yes



MEETA MEHRA

Founder

Divine Chocolate Factory (DCF)



AMRITSAR, PUNJAB

Email: meetamehra@hotmail.com

Website: www.divinechocolatefactory.com

First home-kitchen turned café in Amritsar, harnessing café culture along with environmental awareness

Divine Chocolate Factory (DCF) is the first home-kitchen turned café in Amritsar. Run by a passionate housewife and food enthusiast Meeta Mehra, it has established significant goodwill and brand recognition over the past 20 years. Meeta aims to provide the customers with the freshest food by preparing each ingredient only after an order is placed and ensuring that there are never any artificial colors or preservatives. Located in the heart of Amritsar, with a menu ranging from the iconic hand-rolled chocolate truffles to pizzas and tacos, DCF offers its customers a unique space to connect over the love of food.

ACHIEVEMENTS:

DCF has come a long way in the past 20 years and now they are ready to open the much-awaited and much-bigger second location in the city by early 2020. The first restaurant in Amritsar to start composting its waste, DCF has taken environmental initiatives to reduce the amount of plastic waste by using compostable bamboo packing for take-away items and selling many of the products in reusable glass jars.

CHALLENGES:

- Streamlining production in order to balance our costs has been a significant obstacle.



- Since the recipes have always been on paper, managing inventory can be tedious.
- DCF is now trying to switch to a more up-to-date technology for inventory management online, which comes with its own learning curve.
- Overall, it has been challenging to balance the growth of the company while maintaining the quality of products and also keeping costs low so that they can be priced competitively.

FUTURE PLAN:

After the opening of the second restaurant, Meeta is looking forward to expanding to other tier 2 and tier 3 cities in Punjab. In particular, she is interested in cities that have a significant student population but currently lack a variety of restaurants and cafés to choose from.

BUSINESS DETAILS:

- Business segment: Services and Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: None
- Percentage of shareholding: 100%
- Years in business: 20 years
- Number of people employed: 8 people
- Important clients: Sahara India Pariwar, Wave Beverages, Coco Cola India, SRL Laboratories, Spring Dales School Amritsar, Miri Piri Academy
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Awarded as Top Cake Decorator by the Wilton School of Cake Decorating USA.
- Recognition by many famous celebrities and business houses Pan India



MEGHA GARG PODDAR

Founder

Divine Chocolate Factory (DCF)



KOLKATA, WEST BENGAL

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Website: www.divinechocolatefactory.com

An award-winning design firm specializing in providing contemporary solutions to design related queries mostly fashion

Designer Megha Garg, hails from the joyful city of Kolkata, India. The young talent completed her graduation from National Institute of Fashion Technology, Kolkata in 2010. Subsequently, she pursued Graduate Diploma in Fashion from Central Saint Martin's College of Art and Design, London for 1 year. After completing her education in August 2011, she stepped into fashion industry as a freelancer designer. Challenging her potential, she successfully launched her label in March 2012, in the Gen Next Platform of Lakme Fashion Week India. Megha Garg's debut collection reflected paranormal concept of Aura, which was beautifully depicted through carefully placed digital prints on light drapes.

Based out of Kolkata, India: The company focuses on customer experience and value of product. The forte is design collaborations using aesthetics of unusual mix of colour and sequins blends. Megha's brand focuses on niche contemporary occasion wear. The design philosophy of this label emphasizes on the functionality of the garments without compromising on the scope for experimentation of the silhouettes and patterns. As a team, they are keen on experimenting any design challenge and provide solutions to customer satisfaction.

ACHIEVEMENTS:

Since 2012, the company has:

- Successfully launched 24 collections till date, which retail through the leading multi-designer



stores of India like Aza, Atosa, Pernia's pop Up Shop, Elahe, Fuel, Como, Vachi, Sasya and many more.

- Exported exclusive collections to Mauritius
- Showcased collections in leading fashion weeks like Lakme Fashion Week, India Beach Fashion Week, India Runway Week and India Kids Fashion Week.
- Made atleast 45 press appearance locally and internationally.
- 40 mixed exhibitions in India, Hong Kong, South Africa and Mauritius.
- Promising customers globally who have a constant contact with the company

CHALLENGES:

Megha Garg's brand focuses on niche yet comfortable clothing for the modern times. The company looks forward to grow with each collection constantly upgrading our new techniques. The design philosophy of this label emphasizes on the functionality of the garments without compromising on the scope for experimentation of the silhouettes and patterns. The major challenge in upholding the philosophy is the cost of production which makes each product expensive for mass use. Also, training the workers for the unique work is time consuming.

FUTURE PLAN:

Megha looks forward to launching the Indo-western menswear line and Indian womenswear line to expand her current offering. She would also start another label for garments from Indian textiles. The major focus is on Khadi which she wants to make a staple piece in everyday wardrobe.

BUSINESS DETAILS:

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: None, It's a Sole Proprietorship Firm
- Percentage of shareholding: 100%
- Years in business: 8 years
- Number of people employed: 8
- Important clients: Multi-designer stores, direct customers
- Are you exporting: Yes



AWARDS & RECOGNITIONS:

- 2019, Launched Kidswear A/W 2019 collection 'Ode to Joy' at India Kids Fashion Week, Kolkata, Jaipur, Chandigarh, Mumbai, Ahmedabad
- 2018/2019, Ranked No. 70 Designer of the World in Fashion, Apparel and Garment Design Category by DAC-Design Classifications
- 2017, Won Iron A' Design Award for Fashion, Apparel and Garment Design Category, Como/Italy
- 2014, Showcased A/W 2014 collection 'The Warrior Soul' at the Lakme? Fashion Week as Emerging Designer, Mumbai/India
- 2013, Showcased S/S 2013 collection 'KRISHNA' at the Lakme? Fashion Week as Talent Box Designer, Mumbai/India
- 2012, Showcased S/S 2012 collection 'AURA' at the Lakme? Fashion Week as Gen Next Designer, Mumbai/India



MINAL JAIN

Co-Founder & CXO
Misrii Home Foods LLP.



JAIPUR, RAJASTHAN

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info@misrii.com

Webiste: www.misrii.com

A Homemade Food App enabling anybody to order Home Cooked Food & homemade food products on line, with its own Cloud Kitchen, empowering women home-chefs with employment opportunities.

Minal Jain is an Architect & Co-Founder of Misrii Foods LLP based in Jaipur. Practicing Architecture Design since 27+ years, along with her husband Ar.Atul Jain, she is a Director in her own Architectural & Interior Design Company, M4A Designs Pvt. Ltd. which offers Services in the design & development of Hotels, Hospitals, Lifestyle Homes & other projects.

She is the Co-Founder of Misrii Foods LLP, a Homemade Food App enabling anybody to order Home Cooked Food & homemade food products on line. Misrii has its own Cloud Kitchen, empowering women home-chefs with employment opportunities.

ACHIEVEMENTS:

- Misrii was shortlisted by Silicon India Startup City as one of the 10 most promising Food Tech Service Providers in 2017.
- Architectural & Interior Design Projects featured by DNA Newspaper, as one of the leading Architects of Jaipur in their Coffee Table Book "Fulfilling Dreams"
- Featured by TATA TISCON in their Coffee table Book "JOY OF BUILDING - Homes of Rajasthan".
- Projects covered by Dainik Bhaskar & Rajasthan Patrika daily newspapers.



CHALLENGES:

- Business Scale up
- Team Building & Human Resources is a challenge.

FUTURE PLAN:

- To Expand Business & develop Franchise Network in major metros & Tier II cities.
- To make available Home cooked Food to the majority of population who are deprived of Healthy, Nutritious, Delicious, Fresh & Hygienic food online .
- To export Homemade Snacks worldwide. Employing & creating more opportunities for Women.

BUSINESS DETAILS

- Business segment : Services
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 3
- Percentage of shareholding: 34%
- Years in business: 3 years
- Number of people employed: 23
- Important clients: LIC, SBI, SBI Life, New India Insurance, Maruti Suzuki, IIFL, Shree Ram Finance, Tata Sky, Dabur, HDFC Sales, etc.
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Misrii was shortlisted by Silicon India Startup City as one of the 10 most promising Food Tech Service Providers in 2017.



MONNJORI (JULIE) DEB

Founder
Midori, Connecting Through Craft



GUWAHATI, ASSAM

Email: juliedebpareek@gmail.com

*Connecting through craft and creating
global business platform for north
eastern crafts and the craftsperson.*



Monnjori (Julie) Deb is the Founder of Midori, which is a company based from the North East of India. Julie works closely with local governments in consulting with local tribal crafts and creating global business platforms.

Midori engages in consulting Indian designers for fashion weeks providing a 360 degree help group. Julie also conceptualised the first ever tribal fashion week in the north east, which had an audience of designers and agents for the first time in the north east from Delhi. Midori takes basic crafts from the north east and stylises them to create a universality which is the need of today's markets while keeping its indigenous character intact.

Midori also works towards creating clusters for weavers and incubating them as a lifestyle consultant. Julie believes in creating market linkages that would enhance sustainability both for the craftsman and the end buyer, thereby connecting through craft.

ACHIEVEMENTS:

- Shillong Fashion Week.
- Textile Clusters in Garo Hills.
- Incubating young emerging designers like Jenjum Gadi.



- Conceptualising the first ever women's delegation from Iceland to India with the support of the Iceland embassy in New Delhi.
- Working closely with FDCI designers for the promotion of the designers and connecting them with international buyer seller platforms and linking them to various clusters in the north east.
- Being a voice within the industry that leads to change.

CHALLENGES:

Considering it is a male dominated environment, it becomes challenging for women to push the established platforms and trends to carve out something which is a differentiator. Be it in forms of innovation or technology, any new proposal presented by a women entrepreneur who is trying to establish an enterprise is not always accepted for reasons known and unknown. The perception of women presenting a new concept is not always welcome considering lack of confidence, exposure and interactive experience.

Though a lot of government schemes and incentives are driven towards the women entrepreneur, these schemes are seldom easy to come by. Hence, making a mark with outreach and ideas is a challenge by itself. For women to travel into remote parts of the country to specially find craftsman and rural artisans is often hampered due to security and safety of women that our country is yet to provide for. The "weaker sex" phenomenon is often displayed in their treatment towards women not only by the banks and government officials but also the market in general, which includes even the end users.

Though the trends are changing in policies and incentives in doing ease of business, a lot still needs to be done to give that encouragement which not only enhances the performances and confidence level but also motivates leadership and team building qualities which is the key to setting up global enterprises. It is understandable that society in general has open doors to notions like equal opportunities and encourages women to walk that extra mile ahead and be risk takers of the future. But in reality the entrepreneurial world has to open arms wider, policies have to be more accessible and government initiatives have to be more approachable, only then will India witness a sea change both in numbers and also celebrate the success of women engaging in active business.

FUTURE PLANS:

Considering that polices funding and information percolation, Julie looks at business evolving and maturing by reaching out to active self-help of tribal craftsmen and organisations that engage in traditional art forms. It is important to help creating global crafts has a ready marketing within outside the subcontinent, with honest support of the government.

She is working towards creating further assistance to reach out to new global platforms and collaborations, with easy access to market information. Her endeavour is to driver her enterprise towards earning opportunities in grassroots level for the tribal community which has been otherwise neglected.



BUSINESS DETAILS:

- Business segment: Services and Trading
- Are you a founder: Yes
- No of partners: 2
- Registered with MSME: Not as yet
- Percentage of shareholding: 50 %
- Years of business: 10
- No of employee: full time: 5, Midori works on outsourcing
- Important clients: Local Govts of the North East India, consultant to Indian Design Houses.
- Are you exporting: no not as yet

MRIDULA JAIN

Founder
Shingora Textiles Limited



LUDHIANA, PUNJAB

Email: mridula.jain@shingora.net

Website: www.shingora.net,
www.shingora.in

A brand that started with 8 handlooms and went on to be a most recognized brand for its quality, utility and easy blend into traditional and contemporary wardrobes

Mridula Jain is founder, the visionary, the dreamer who imagined the idea of a brand that would be embraced for its quality, utility and easy incorporation into traditional and contemporary wardrobes. She has been the driving force of Shingora for the last four decades. She started Shingora in 1986 with 8 eight handlooms and have grown this business to approx. 90 crores by giving her 34 years of her life and soul to the business.

She is also the Chairperson of "Shawl Club India" an association of Wool Mark licensees. She has been always working towards getting Shawl sector a place in export & domestic market and always has raised voice in regard to the challenges faced by the Shawl sector from time to time to Government & Ministry of Textiles.

ACHIEVEMENTS:

She travelled to Europe in 1990 to study the market for Shawl sector with help of Wool Woolens Export Promotion Council (WWEPC). There was no looking back as the participation in European International Fairs opened Pandora box for Shingora as well as for the whole shawl industry.

She got the very important Reservation Act for Shawls manufacturing only in handloom amended so that shawls could be woven on Power Looms and Electronic Looms also. This step again opened up flood gates for production facilities of shawls. As huge quantity could be woven to be able to entertain



orders for export to Europe, U.S. and Japan etc. She was the pioneer in interacting with "Sathyam Committee" on behalf of Shawl Industry to initiate the Technology Up gradation Fund.

She was a member of Steering Committee of Handloom & Handicraft Sector for 12th Five Year Plan in the Planning Commission.

She founded "The Shingora Family Foundation" which was started in 2014, which provides quality education to the underprivileged girl child. Currently the foundation is supporting 56 girl children aged 3 to 17 years old.

She is also chairperson of "Lets Clean Ludhiana Foundation". An NGO working for the cleaning of Sidhwan canal the life line of Ludhiana. This NGO has been working from few years keeping the canal area clean. Already 10 corporates have pitched to cover the 10 out of 11 bridges in the canal by putting up meshes so that industrial or religious garbage cannot be thrown into the canal.

She is also Vice-chairperson of "Public Police Foundation". This NGO is working as a gap filler between public and police authorities by creating awareness about the issues that need to be highlighted by the help of Local Police authorities or local MLA's or MP's.

CHALLENGES:

When she started working way back in 1986, the city of Ludhiana had only couple of women working as an entrepreneur. So it was very difficult for people to understand woman's passion for starting the new venture.

Complex challenges were primarily how to arrange finances to invest on the encouraging product response. She had to convince her husband to take loans from the bank. That was an ongoing cycle as one keeps on requiring money to increase production.

Then getting the Reservation act for weaving shawls only on handloom amended was the greatest challenge!! But she along with my members of Shawl Club India kept on pressuring the Ministry of Textiles for De-reservation which ultimately was achieved.

FUTURE PLAN:

Reaching an age where people have mostly retired, Mridula Jain who is now 70 plus still looks upon the core strengths of her sons to enhance the company with the vary values that she started. Quality and design is the core strength of Shingora. She still wants the company to go only for products made for customers who appreciate such qualities and not follow the commercial concept of making bulk for the masses without any recognition of quality.

She wants to give back to the city and society by working with NGO's, providing education to underprivileged girls, keeping the canal area clean and safe & being a coordinator between police and public of Ludhiana city, the city which have given her name, fame, love and appreciation for her work for 34 years.



BUSINESS DETAILS

- Business segment : Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 4
- Percentage of shareholding: 27.07%
- Years in business: 34 years
- Number of people employed: 840
- Important clients: Aritzia, Zara Group, Marimekko, Eileen Fisher, Bimba Lola, Tory Burch, Uniqlo, Ann Taylor etc.
- Are you exporting: Yes

AWARDS & RECOGNITIONS

- Mahila Udyog Ratna in 1993
- Women Entrepreneur of the year in 1994
- State award of the Best Entrepreneur in 1995
- Mahila Navrattan Award by International Friendship Society on India in 1998
- Wool Mark Company's Award in 2003
- Award of Honour on International Women's Day 2008 by Social Security & Child Development Department Punjab.
- ZEE TV Uddami Sanmaan award 2013
- Outstanding Achiever Award by FICCI FLO 2013-14
- Best Woman Entrepreneur Exporter Award by ECGC – Dun & Bradstreet Exporters' Excellence Award 2015
- Award in appreciation of service to Industries by Shri Sukhbir Singh Badal, President of Shiromani Akali Dal etc.
- FICO "Excellence Award For Industry in 2016.
- Global Achiever's Forum Lifetime Achievement Award in 2017
- Pride of Ludhiana Award by Global Achiever's Forum in 2017.



NAAZNEEN KATRAK

MD & Founder
Mustang Socks



PALGHAR, MAHARASHTRA

Email: nkatrak@mustangsocks.com

Website: www.mustangsocks.com

A pioneer in introducing domestic-made cotton socks in the Indian apparel industry, combining quality and design technology to craft beautifully woven socks

Naaazneen Katrak, a woman of grit and valor in 1987 took upon herself a great responsibility. She witnessed that India did not have reasonably priced good quality socks and wanted to be the one to offer them. This thought led to the birth of Mustang Socks and Accessories. Naazneen is one of the pioneers to introduce domestic-made cotton socks in the Indian apparel industry. In the initial phase, socks were knitted on mechanical machines, eventually moving to computerized machines. She combined quality and design technology to craft beautifully woven Mustang socks.

ACHIEVEMENTS:

Today, Mustang Socks and Accessories has become a legacy brand that is synonymous to uncompromising comfort. The brand has its own portfolio of products and has extended multiple associations with large fashion brands and labels. The path of sheer passion and hard work has also taken the socks to international markets. Naazneen has played an instrumental role in keeping the collaboration seamless between retailers, designers, employees and has built a cohesive community. She has also utilized this as an opportunity to focus on women upliftment, financial education, sanitary infrastructure, healthcare facilities and sustainable industry compliances.



CHALLENGES:

Times have changed and is finally in favor of women shattering the glass ceiling. To be able to have a vision at the time Mustang Socks and Accessories was being conceived, it wasn't the same. With as little as 500 rupees, Naazneen hired a few workers to mechanically knit what would be the first socks ever sold by her in India. She single-handedly managed selling those socks by visiting shop to shop.

Getting accepted in the male dominated industry was another big challenge which was addressed over the years with the work that the brand has been delivering.

FUTURE PLAN:

With an eye on the future, Naazneen is looking at consistently keeping pace with a business that allows the traditional and the new-age to co-exist. To augment the thriving distributor community, they have now incorporated e-commerce into the mix. The brand continues to focus and deliver uncompromising comfort.

BUSINESS DETAILS:

- Business segment : Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding; 55%
- Years in business: 33 years
- Number of people employed: 500+
- Important clients: Mustang, Next, Indian Terrain, Pepe Jeans, Landmark Group: Max/ Lifestyle
- Are you exporting: Yes

AWARDS & RECOGNITIONS:

- Golden Maharashtra MSME Award- 2015
- Giants International Award in recognition of extraordinary efforts to achieve highest Standard - 2017
- Vocational Excellence Award by Rotary Club of Palghar- 2017
- Ideal business personality award winner by Shree Dnyabvardhini Education Institute and Tatha Foundation



NEHA ARORA

Founder & CEO
Alphasan Health Solutions BVBA



NEW DELHI

Email:salesalphasan@gmail.com

A research organization that produces human supplement and animal feed additives based on plants and vegetables.

Alphasan Health Solutions BVBA is the research organization which produces animal feed additives based on plants and vegetables. The company focuses on the exclusive molecules extracted from biological plants. Neha Arora is the Founder of this enterprise.

Neha is well-known in the animal health industry, as she is keen on the topics like health, nutrition & practicing innovations for animal care products. Neha started Alphasan in 2007 & accelerated the overseas sales & prepared the company as a major player on a global platform. The company has become the main producer for top pharma companies of India & became the largest producer of animal health products in India in 2017. She has also received an award as the best exporter from U.P. State government in India. She also keeps on top of topics like hygiene, food safety, fitness, diet plan, organic & natural food resources.

ACHIEVEMENTS:

Neha is the main producer for top animal health products of India & became the largest producer of animal health products in 2017. She was also awarded as a best exporter from U.P. State government in India recently awarded Best entrepreneur award from IWEC, USA in Sep 2018

Her company has established a long list of satisfied regular customers across the Globe. We are exporting our products worldwide markets i.e. east-west Africa, EU, Gulf countries, Asian countries, China and Latin America



CHALLENGES:

Main challenges are customer satisfaction and delivering quality products.

FUTURE PLAN:

Trying to enlarge the current business and would like to cover most of the part of worlds including entire Europe, Asia and North America, Middle East by registering the main brands products.

The Company aims to offer herbal products which combine the best of Indian traditional / herbal medicine with the quality that is now achievable using modern analytical and biological methods. The Herbal Drug Research unit focuses on developing standardized, clinically proven and safe herbal products for therapeutic and supplemental use.

BUSINESS DETAILS:

- Business segment : Manufacturing
- Registered with MSME: YES
- Are you the founder: YES
- No of partners: NA
- Percentage of shareholding 100%
- Years in business: 12 Years
- Number of people employed: MORE THAN 30
- Important clients:
- Are you exporting: YES
- Awards & recognitions, if any:



NIDHI SINGH

Co-founder & COO
Samosa Singh



BANGALORE, KARNATAKA

Email: nidhisingh@samosasingh.com

Website : www.samosasingh.com

A unique story of the rebirth of the Samosa as Samosa Singh is a story of innovation, aspiration and the perfect marriage between great business acumen and the myriad regional sensibilities of this nation

Started in 2016 by Neha Singh, the family of Samosa Singh set out to reclaim the rightful place of Samosa in the story of Indian snacks. Re-branded for the modern age, Samosa Singh adopted the Samosa to invest almost 100,000 plus man hours of R&D to give it a unique triangle interlocking shape making it less oily and lighter. A gourmet avatar that brought to us 45% less calories and 56% less fat and proprietary technology that let it stay crispy for more time.

The rebirth of the Samosa as Samosa Singh is a story of innovation, aspiration and finally, of the love for legacy and of the perfect marriage between great business acumen and the myriad regional sensibilities of this nation. All wrapped up in the simple folds of a Samosa.

Samosa Singh aims to target the highly unorganized Indian traditional snacks market and deals in making delicious, crispy samosas—the perfect way!

With strong focus on the intersection of indulgence, healthy and fresh, Samosa Singh aims to take the Indian beloved snack to the world and make the world taste the real Indian Indian snacks—the Samosa Singh way! Samosa Singh has also launched one of the most innovative samosa in the world—Chocossa-The chocolate samosa.

ACHIEVEMENTS:

- Within 3 years of operations, one of the largest samosa manufacturer and supplier in South India
- Samosa Singh has so far invested 100,000 plus+ man hours of R&D and extensive trials to master the skill of making delicious crunchy samosas



- Exciting job opportunities created. More than 120 people employed. 60% women
- We have a semi-automated manufacturing unit which has customized machinery to roll-out samosas. Capability of 1 lac units per day

CHALLENGES:

The biggest challenge was to change people's perception with centuries-old samosas. It was a challenge to make them accept samosas other than aloo filling.

However, though a bit challenging, it was exciting to see the drift of people's preferences and how much some age groups love to experiment. People love the different varieties and are now very excited to try out different fillings and flavor variants.

In the beginning, 80% of our sales was with aloo variant and now statistics stand at 70% other flavors & only 30% aaloo.

FUTURE PLAN:

- 18 months run-way
- 100 cloud kitchens (within next 18 months to be added)
- Multi-city expansion (Bangalore, Hyderabad, Mumbai, Pune, Chennai, Ahemdabad/Indore)
- Revenue run rate 5 cr. per month

BUSINESS DETAILS

- Business segment : Manufacturing
- Registered with MSME: YES
- Are you the founder: YES
- No of partners: 2
- Percentage of shareholding : 52%
- Years in business: 3.5 years
- Number of people employed: 120
- Important clients: PVR, Café Coffee Day, Metro Cash & Carry, Hatti Kaapi etc.
- Are you exporting: No not yet

AWARDS & RECOGNITIONS:

- One of finalists in Wharton India Economic Forum 2017. The only food company to be shortlisted.
- Success Story and Brand case study on unique business model and scaling up effectively, being published by International B-school



NUPUR AGARWAL

Co-Founder
Kiwi Kisan Window



DEHRADUN, UTTARAKHAND

Email: cmo@kisanwindow.com

Website : www.kisanwindow.com

KiWi- Kisan Window is a window of opportunity which creates a platform for farmers of India to present the world with health conscious foods

Co-Founded by Nupur Agarwal, Kisan Window is an initiative to encourage a responsible, healthy and better lifestyle around the world by promoting organic and conscious food collected from farmers across India.

The company currently has 2 outlets in Dehradun, Uttarakhand and a 6000sq.ft area warehouse and processing unit in Vikasnagar, Dehradun. KIWI – is an abbreviation for Kisan Window taking first two letter from each. KIWI aspires to create a continuous window of opportunity for Kisan (farmers) of India by means of Fair Trade practices that ensure transparency, respect and fairness in business trading to provide encouragement & support for marginalized farmer who strive for equality as they compete with middleman & big players & lose on their fair share of access to business opportunities. KIWI does its bit for farmer brethren of its origin state Uttarakhand by making sure local produce is bought from them on regular basis creating a cycle of business for them on fair pricing. KIWI also organises Farmer's Market for state based farmers who can directly sell to customer there.

ACHIEVEMENTS:

Nupur is not only empowering the farmer (producer) but also the consumer as they sell great quality, healthy, and organic food, produced at a cheaper rate through their retail stores.

Kisan Window has won an award from the Government of Uttarakhand "Paryavaran Gaurav Saman" for having zero plastic manufacturing plant and retail stores. Nupur and her team do not use



any plastic equipment and infrastructure at the factory and retail stores. All their packaging is eco-friendly and 100% bio-degradable.

CHALLENGES:

The major challenge is the production of authentic organic food. Production of certified organic food is rarity and is very challenging to grow due to unforeseen weather conditions. Logistics is an added issue that they have with the agriculture field. Transporting the food product in time and in proper conditions from farm to consumer is very big challenge.

Awareness about healthy and conscious food in the general public is a very time consuming process, which consumes a lot of time and financial resources.

FUTURE PLAN:

KIWI Kisan Window Plans to scale & penetrate deeper Pan India with its Retail Sales (COCO & franchisees) to 5X, Distribution & Exports to 7X and E-commerce & Mobile commerce (Apps) sales to 10X growth rate in year 2020, as E-Commerce is a promising channel with economies of scale structure well in place and dependability of tried and tested sales channel for food products in India.

To add to value proposition the logistics and warehousing solutions are currently being strategized so the cost effectiveness of the channel is fully tapped.

KIWI Kisan Window's current production will rise from 5 MT per annum to 20 MT per annum after completion of new plant in January 2020 which is currently under construction in Vikasnagar, Dehradun with a fully automated packing unit with automated machinery to be placed.

BUSINESS DETAILS

- Business segment : Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 3
- Percentage of shareholding; 25%
- Years in business: 7
- Number of people employed: 40
- Important clients: Taj, RBI, ONGC, direct consumer and many other FMGC distributor
- Are you exporting: Yes, Dubai

AWARDS & RECOGNITIONS

- Award from the Government of Uttarakhand "Paryavaran Gaurav Saman" for having zero plastic manufacturing plant and retail stores.



PARUL BAJORIA

Founder
Miharu



DURGAPUR, WEST BENGAL

Email: parul.bajoria@gmail.com

Website : www.miharu.in

A social enterprise that aims to bridge the gap between urban conscious consumer and rural artisan, with innovative products leading to revival of handicraft and handloom of Bankura District



Miharu is a social enterprise which is working with artisans to make various handcrafted utility products in Brass (Dhokra), particularly designer jewellery. Founded by Ms. Parul Bajoria, Miharu is an upcoming woman led social enterprise. Parul Bajoria, is a qualified fashion designer and recipient of the FOSMI Outstanding Women Entrepreneur Award in 2013, from the Former President of India Late APJ Abdul Kalam.

Miharu's aim is sustainable development of artisans, preservation of art forms by product development and giving it access to modern contemporary market. Parul aims to spread craft stories to customers across the world and be the preferred and trusted partners of various artisans and also customers. Since the products are designed to meet urban taste, there is a huge market that Miharu is reaching out through big retail chains, exhibitions and online marketplaces.

ACHIEVEMENTS:

- Revival of dying crafts namely, Dhokra, by making of simple yet utility-based products like fashion Jewelry available to urban clientele.
- Baluchari is a traditionally weaved saree of India, Miharu has designed, created a range of products in silk with baluchari weave that did not exist earlier, like dupattas, stoles and cushions.
- Being able to sell pan India through big retail chains like FabIndia, Jaypore and internationally through Novica.com



- Being featured on international platform through a French designer, Fruneau Chloe, for revival of Indian Handicraft.

CHALLENGES:

Market is the greatest challenge. As the number of artisans is gradually increasing Parul needs to find many more sellers through whom she can reach out to the urban clientele.

Artisans are very talented but timely delivery from their end is another big challenge that needs to be taken care of. All big companies require deliveries according to season, but the artisans are yet not aware of this concept and need to be educated about it.

FUTURE PLAN:

Miharu is in the process of applying for Fair trade Forum India. As the enterprise progresses to make the brand presence in India, Miharu plans to go global with being associated with International Forums. It also aims to provide direct and indirect livelihood to more than 100 people and preserve the traditional art-forms, by continuously supplying trendy products to the customers.

BUSINESS DETAILS:

- Business segment: Manufacturing
- Registered with MSME: Yes
- No of partners: Sole Proprietorship
- Percentage of shareholding: Sole Proprietorship
- Years in business: 6 years
- Number of people employed: 5 full time, 20+ job work
- Important clients: FabIndia, Taj Khazana, Jaypore, Novica
- Are you exporting: Occasionally

AWARDS & RECOGNITIONS:

- Miharu was awarded FOSMI's Best Women Entrepreneur by the hands of Late APJ Abdul Kalam in 2013
- Parul Bajoria represented Miharu for top 40 contestants in the entrepreneurial television show 'Egiye Bangla' (organised by Govt. of WB).
- Parul Bajoria is a featured artisan in UNICEF–marketplace (by unicefusa.org).
- Miharu is Craftmark Certified for Dhokra craft.
- Miharu was also selected among India's top 40 Start-up under the All India Roadshow for Women's Economic Empowerment through Entrepreneurship (AIRSWEEE) organized by TIE-Global and Us Consulate



PAYALH AGARWWAL

CEO & Founder

Zelena Tranquillitea Pvt. Ltd.



GURGAON, HARYANA

Email:tranquilliteaclub@gmail.com

Website : www.theteawonders.com

A tea entrepreneur with a portfolio of over 35 spectacular teas from India's finest gardens blended in house with inputs from various medical practioners and ayurvedic beliefs

Established in 2017 by Payalh Agarwwal, Tranquillitea is a celebration of the diverse culture of tea drinking. Payalh started her career as an educationist and pursued a career in the Insurance sector. But her love for food and cooking gradually diverted her towards my new career as a Restaurateur and being from the land of tea, she began her journey in the world as a Tea Startup.

She now has 18 years of diversified experience ranging from education, finance, marketing, brand management, business development, marketing strategy, and food and beverage industry.

ACHIEVEMENTS:

Payalh' s journey as a teapreneur began with Zelena Tranquillitea in April 2017. A big boost to her confidence was when Product X Ventures decided to buy 5% stake in the company, a company funded by Kevin Harrington, a businessman who also rose to fame with Shark Tank, a USA based startup reality show.

Zelena Tranquillitea served over 10 million teacups in 30 months of its operations. The success of her company has led her to receive a lot of recognition from not just people in the tea industry but also won her accolades such as Time of India's Unlimited Rising

Star, Goldman Sachs 10000 Women Programme (2019), Walmart Women Entrepreneur (2018) and P&G Women Entrepreneur (2018).



CHALLENGES:

The key challenge was the lack of support from the tea eco system as she was a first gen tea entrepreneur. Another concern was the technical knowhow of the industry which she overcame gradually with trainings and experience in the industry.

When she entered the tea world, Payalh felt like a small fish in the world of tea sharks but her grit, determination and courage kept her going and within 2 years she served 5 million cups of tea and became a renowned vendor to Conglomerates in India. Now at this stage to grow beyond, she feels that she needs more expertise to go global and also the required finances.

FUTURE PLAN:

Payalh aims to sell tea to various parts of the world hence make a team and have office in India, Singapore and Dubai. She also wants to start a chain of tea boutiques to make people aware of the importance and benefits of tea and its power to cure ailments like Cancer.

BUSINESS DETAILS:

- Business segment: Trading & Service
- Registered with MSME: Yes
- Are you the founder: YES
- No of partners: 2
- Percentage of shareholding: 95 %
- Years in business: 19
- Number of people employed: 12
- Important clients: IIMB, P&G, DEFENCE MINISTRY, CG GROUP, VESTIGE, QNET
- Are you exporting not yet

AWARDS & RECOGNITIONS:

- Walmart women Entrepreneur 2018,
- P&G Women Entrepreneur 2018
- Goldman Sachs Winner 2019
- Times of India Rising Star 2019
- 100 Womennovator 2018



POOJA DOSHI

Founder & Owner
Miraya



PUNE, MAHARASHTRA

Email: mirayaarts@gmail.com

Website : www.mirayaarts.in

An initiative to organize the online gifting market by providing gift products for various occasions under one roof, also providing global exposure to the talent of Indian craftsman

Founded by Pooja Doshi, Miraya Arts was started in 2015. Her business caters to designer Trousseau and Gift packaging products and Services. Miraya has exclusive collection of giveaways for weddings, engagement ceremony, festivals, jubilee celebrations and other occasions including customized gifts. In the last three years, Pooja has successfully delivered products and services to clients pan India and also abroad.

Miraya collaborates with suppliers, artisans, craftsmen and logistics associates after experiencing their service. All the products in their collection are handpicked and curated after looking at the unique element and quality in them. Thereafter the products are shared with the clients and patrons on our website, social media and other online platforms where our business is registered as a vendor and post confirmation of order, goods are delivered to their doorstep.

Miraya Arts is an initiative to organize the online gifting market by providing gift products for various occasions under one roof. A bigger aim is to provide global exposure to the talent of Indian craftsmen including women artists, by promoting and selling Indian Handicrafts.

ACHIEVEMENTS:

- Miraya Arts has provided products and services to 800+ clients across India and overseas as well since it was started in 2015



- Our product portfolio has a collection of 400+ products.
- Miraya Art's Facebook page has 12000+followers and Instagram has close to 2,000 followers (it was started last year)
- Miraya Arts supports 20-25 female and male craftsmen who make products for the clients.
- Miraya Arts has been voted as one of the Top 5 weddings favors vendors in India by Wedding Vows Awards 2019, one of the largest events in Asia for the wedding Fraternity.
- In the beginning of 2019 Miraya Arts founder, Pooja Doshi has actively volunteered to organize FLO Pune haat where we brought together 130 vendors, artists and craftsmen from across India to showcase their products.

CHALLENGES:

- Miraya Caters to a large geography, finding professional logistics partners especially within India is an ongoing process due to not so professional attitude of most of the logistics providers.
- The market is extremely competitive and there are vendors who provide low quality similar products at lower prices, thus hampering the growth of a productive and healthy market for sellers and buyers.
- To reach out to more potential buyers, marketing strategy needs to be stronger and we are working on the same.

FUTURE PLAN:

- Miraya Arts is aiming to capture a larger market share of International market and focus the marketing efforts more on niche market i.e. Bulk gifts and gift packaging products majorly for weddings, festivals and other occasions.
- The target is to double the turnover in the next 1 year.
- They have taken up a small warehouse to source and keep product samples to provide to clients as required.
- Pooja and her team are identifying self-help groups of craftsmen who need a platform to showcase their skills and products, to help them to reach out to the potential buyers.

BUSINESS DETAILS:

- Business segment: Trading
- Registered with MSME:
- Are you the founder: Yes
- No of partners: None (Sole Proprietorship firm)



- Percentage of shareholding;100%
- Years in business:4 years+
- Number of people employed: 5
- Important clients: We have catered to 800+ clients across the globe
- Are you exporting: Yes

AWARDS & RECOGNITIONS

- Won the Rising Star Award in November 2017 in Entrepreneurship Category by We are the city Organization (U.K based) which was organized on National level.
- Nominated for Nari Shakti Awards, 2018 in Business and Entrepreneurship category.
- Miraya Arts has won the Burgundy Achiever Award at the Digital Women Awards 2018 organized by She the People.TV.
- Miraya Arts has been selected as one of the finalists in the Best Wedding Favors Category in Wedding Vows Awards 2019, Asia largest wedding related event.
- Miraya Arts founder, Pooja Doshi awarded as one of the 51 most influential women in Pune, 2019 in the Entrepreneurs category by Brijbhoomi Foundation.
- Won the Digital Women Award 2019 in the Ecommerce category, organized by SheThePeople.Tv,Google, Google and Colors TV



PREETHA WALI, ANU SETH & VINITA JAIN

Founders

Pay It Forward (PIF)



BANGALORE, KARNATAKA

Email: preetha@pifservices.in

Website: www.payitforward.net.in

A social entrepreneurial venture started by three women from diverse backgrounds, to spread financial awareness amongst women and youth

Pay It Forward (PIF) is a social entrepreneurial venture started by three women from diverse backgrounds, in 2016, to spread financial awareness amongst women and youth. Preetha Wali, Finance Educator; Vinita Jain, Chartered Accountant & CFP and Anu Seth, Software Professional started the company to educate and motivate women and youngsters to understand and take charge of their personal finances and be aware of their financial rights. They provide customized, interactive workshops for all age groups across corporates.

The idea is to teach a subject that is otherwise not taught as an important life skill. People have lot of money worries leading to stress, health and relationship issues. The main reason is because they have not been taught how to prudently save and invest, thereby taking on lots of loans and falling into a debt trap, being mis-sold financial products, falling short of reaching their goals leading them to take on more loans, being under prepared for many years of retired life, etc.

ACHIEVEMENTS:

Pay It Forward conducts objective sessions to ensure people learn about personal finance in a structured, jargon free, interactive and objective manner. So far more than 60 workshops across India have been conducted by PIF with an outreach of more than 5000 people through direct and VC sessions and through live chats. The social media pages have been gaining more and more viewership and with increasing media presence.



CHALLENGES:

Challenge is to convince the top team about the importance of this program and to make this an important life skill that each and everyone needs to be taught very early in life.

FUTURE PLAN:

Pay It Forward would like to make this a kind of a movement where it reaches all the right people so that there are policy changes to start teaching the basics of personal finance at school and college levels itself. They would also like to make this a pan India topic to be discussed leading to immediate intervention.

BUSINESS DETAILS:

- Business segment: Services
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 3
- Percentage of shareholding: 33.33 each
- Years in business: 3
- Number of people employed: 3
- Important clients: Amazon, Mindtree, Philips, Shell, ITC, etc
- Are you exporting: No

AWARDS & RECOGNITIONS

- L and D award by JobsForHer.
- Recognized as one of the top 12 emerging women led startups with a difference, in Bangalore, by YourStory.
- Chosen by IIM for their Women Start Up Program (WSP) bootcamp.
- A full Diwali supplement on personal finance for women and youngsters by the kannada publication Prajavani



PREETI AGARWAL

Founder
BluMuslin



KOLKATA, WEST BENGAL

Email: preeti@blumuslin.com

Website: www.blumuslin.com

A brand delivering Indian roots and culture in the form of clothes to the millions of Indians living across the globe

The thought of making sari an international phenomenon led to the birth of BluMuslin-a brand delivering Indian roots and culture in the form of clothes to the millions of Indians living across the globe. An online store, BluMuslin focuses on collaborating with premium ethnic wear designers to create and sell various Indian garments such as lehengas, anarkalis, salwars and saris through our digital platform. From quaint corners of Montenegro in Europe to bustling New York, BluMuslin has happy customers throughout the world.

A menswear section and an on-demand customized outfit for children have been recently added. The styling and personalization services of BluMuslin are a big hit among foreign brides and bridesmaids of Indian bride to be's.

ACHIEVEMENTS:

The biggest achievement has been able to serve so many Indians sitting miles away just through a click. Having happy and satisfied customers, who have entrusted BluMuslin to dress them up for their big day is the biggest achievement. Also, a solo pop-up in Dubai in October 2017 is one accomplishment that the entire team is proud of.

CHALLENGES:

The biggest challenge that any new-age, upcoming brand faces is gaining consumer trust. And since it works on a pre-paid model, it was harder as the customer is hesitant to pay upfront by seeing only



photos of the product. However, after few initial orders, the word-of-mouth and online reviews helped the brand to gain their trust. Secondly, ensuring that ads reaches the genuine audience and customer engagement is another challenge that is constantly faced.

FUTURE PLAN:

An overwhelming request for doing physical pop-ups in various metropolises such as New York, London is definitely in the pipeline. BluMuslin is keen on introducing sustainable Indian textiles in ways that even non-Indians can use such as scarves, stoles, caps, etc. Preeti and team are on-boarding women entrepreneurs from different countries for a more personalized and approachable touch. Manufacturing under the label is another avenue that will be explored next year.

BUSINESS DETAILS

- Business segment: Manufacturing and Retailing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 3
- Percentage of shareholding; 33%
- Years in business:4
- Number of people employed: Directly-15, Indirectly-200
- Important clients:
- Are you exporting: Yes



PRIYANKA GULATI

Founder- Director
Manthan Advisors



KOLKATA, WEST BENGAL

Email:

priyanka.gulati@manthanadvisors.com

Website: www.manthanadvisors.com

A leading consulting company, providing implementable recommendations and hand holding the client through the implementation journey of setting up a business and also expanding existing ones



Manthan Advisors-one of the leading consulting companies based out of Delhi NCR. Manthan has helped some of the top brands from Manufacturing, Trading, Distributions & Retails. It works in practice areas of strategy, market research, performance management, reporting and dashboard design, process improvement and analytics.

Before founding Manthan Advisors in 2014, Priyanka was associated with Accenture Management Consulting for a period of 9 years (2004-13). Prior to joining Accenture, she was a Team Lead in the business advisory function at Deloitte.

With over 15 years of experience in entrepreneurship, management, business planning, financial analysis, and decision analysis, Priyanka has the breadth and depth of experience needed to quickly understand entrepreneurs' businesses and craft the most suitable solutions. The Manthan team have worked with large Indian conglomerates, promoter led organizations and startups.

ACHIEVEMENTS:

- Helping entrepreneurs to get their act together before they talk to investors.
- Contributions to the society with the name "Manthan Trust" which works on upliftment of EWS category students through training them on English and other life skills.



- Opened a library in a slum and the way forward is to open 10 more libraries and English teaching classes

CHALLENGES:

- Understanding the culture of each client.

FUTURE PLAN:

Manthans aims to be the best consulting company in strategic planning, analytics and program management.

BUSINESS DETAILS:

- Business segment: Services
- Registered with MSME: YES
- Are you the founder: Founder & Director
- No of partners: 1
- Percentage of shareholding: 100%
- Years in business: 5 Years
- Number of people employed: 7
- Important clients: JSL, HFCL, Adani group, Tata group, Krishna Maruti, Wave group
- Are you exporting: No

AWARDS & RECOGNITIONS

- Outstanding Woman Entrepreneur of the Year' –FICCI FLO Women Awards 2018
- Businesswoman of the Year' – Future Women Leader Summit 2018
- Awarded at her Alma matter LSR for inspiring women at the college



RACHNA JAISWAL

Co-Founder & Director
AKJ Industries Pvt Ltd



KOLKATA, WEST BENGAL

Email: rachna@akintl.com

Website: www.akintl.com

A tannery-based manufacturer and exporter of leather products based in with a robust integrated infrastructure, latest machines and skilled manpower

Rachna Jaiswal is the Co-Founder and Director of AKJ Industries Pvt. Ltd. It is a Tannery based Manufacturer and Exporter of Leather products based in Kolkata, India with a robust integrated infrastructure of 40000 sq. ft. catering to clients with products including Ladies' Handbags, Men's Bags, Duffel Bags, Tote Bags, Backpacks, Briefcases, Travel Bags, Ladies' Purses, Wallets, Card Holders, Coin Holders, Passport Covers and other small Leather Goods.

With latest machines and skilled manpower, AKJ Industries have its own leather production facility which enables to control production quality/lead time with more precision and offer competitively priced products to the customers. The facility is SA8000 certified as well as ETI certified for the best customer satisfaction.

ACHIEVEMENTS:

- Took important strategic decision of shifting factories in Industrial areas.
- Recruiting more women employees.
- Participating in international trade shows in USA, Europe and Asia.



CHALLENGES:

- Recession trends affecting product demand.
- Lack of incentives from Government.
- Intense competition from countries like China and Vietnam.
- Increasing cost of production specially labour cost.

FUTURE PLANS:

- Exploring and Establishing in other unexplored markets like Australia and Russia.
- Identifying opportunities in the domestic market.
- Creating own Brand with digital marketing exploring Indian market and leveraging E commerce platform.
- Exploring opportunities in Corporate-Gifting solutions.

BUSINESS DETAILS:

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 50%
- Years in business: 11 years
- Number of people employed:
- Important clients: SAMSONITE (USA), ROOTS (CANADA), US ARMY (USA), PURIFICACION GARCIA (SPAIN)
- Are you exporting: Yes

AWARDS & RECOGNITIONS

- SA 8000:2014 certified



RAJESHREE HONRAO

Founder
Quills 'n' Curls



PUNE, MAHARASHTRA

Email: rajeshree.honrao@gmail.com

A hobby turned into a business with the art and creativity of paper quilling, with different types of papers and simple hand tools

Rajeshree Honrao is the Founder of Quills 'n' Curls, developing and manufacturing paper quilling objects, using different color paper strips to roll and give several shapes, assemble and create objects. The objects include the range of earrings, bookmarks, hairbands, keychains, fridge magnets, 3D dolls, hangings, wall clocks, wall frames and many more. Occasional or festival objects such as Diwali decorations, Ganpati Decorations etc. are also created.

It was started just as a hobby in 2011 and now it is a full-fledged business venture. After creating few objects, Rajeshree had an opportunity to exhibit the objects in a small-scale exhibition. With increasing confidence and customer feedback, she participated in few exhibitions on a larger scale. The first solo exhibition was held in Balgandharva Kaladalan Pune in year 2017. This was first of its kind solo exhibition with thousands of different paper quilling objects, wall clocks and frames exhibited. Since then Quills 'n' Curls has participated in more than 25 exhibitions and 3 solo paper quilling objects exhibitions.

ACHIEVEMENTS:

Individual exhibition of only paper quilling objects in Balgandharva Kaladalan, Pune for 3 times. It was for the first time in Pune that such kind of exhibition was organised with a footfall of 2000+ viewers.



CHALLENGES:

As each object is handmade, it can't be put in mass production. As a result, bulk orders can be taken in very minimum quantity.

FUTURE PLAN:

The target is to participate in an international level exhibition to showcase the creativity. Rajeshree is now looking forward for any opportunity to get an international exposure.

BUSINESS DETAILS:

- Business Segment: Manufacturing
- Registered With MSME: No
- Are You the Founder: Yes
- No of Partners: 1
- Percentage of Shareholding: Not applicable
- Years in Business: 8 Years
- Important Clients: Not working with any specific clients
- Are You Exporting: No
- Awards & Recognitions, If Any: Not yet



RANGAPRIYA GOUTHAM

Co-Founder
TwoTrees Workspaces



CHENNAI, TAMILNADU

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Website: www.twotrees.co.in

Flexible workspaces to accommodate the needs of fledgling Startups, equipped with state-of-the-art infrastructure, sports and entertainment facilities, and all-day dining

TwoTrees Workspaces understands that everyone thinks differently, and as a result, works differently. With this thought, a flexible workspace was conceptualized right in the heart of the city to accommodate the varied requirements of a cross-section of working professionals.

TwoTrees has over 6,000 square feet of shared space, private offices, and related amenities. Equipped with state-of-the-art infrastructure, sports and entertainment facilities, and all-day dining, TwoTrees offers a secure seamless working experience 24x7. Their café is an ideal place to network, host clients, or simply break for a coffee.

It is also very apt for small offices and Independent consultants who have a requirement for quirky and smart plug and play office spaces.

ACHIEVEMENTS:

Within 5 Months of opening TwoTrees has achieved 100% occupancy at the 1st facility which led to the opening of its 2nd center which was also occupied fully in record time of 2 months. The brand name has resonated interest for few real estate players to collaborate. Two Trees has etched a name of its own for being one of the best maintained office and a hot favorite for Millennials and Gen Y's to occupy the space. The Café has over 500/600 foot falls every month though it is not located on main



street.

As Partners, TwoTrees has taken part in several Startup events and have been featured in Leading news daily and regional magazines. It has also been selected as an She Leads Tech (an initiative of Facebook and Your Story) Ambassador for Chennai to promote startup the ecosystem. The company has a very strong digital presence and also has good google reviews by users.

CHALLENGES:

Since the demand for Co Working spaces is growing large capital is required to set up each space and real estate cost on lease has its own challenges. Infusion of funds is critical to grow the footprints of our brand. With international brands investing on a grand scale and burning on the other side, it is imperative that we have a model to safeguard these risks. Funding in this case has been our biggest challenge to grow quickly.

FUTURE PLANS:

The plan is to increase the numbers of co working spaces in Metros & Non-Metros and be a one stop shop for any startup to set up their enterprise.

Offering all solutions under one roof, in 3 years TwoTrees aims to be a Mid-Size Player with 15 Boutique spaces in Southern Part of India.

BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Real Estate/Co Working
- Registered with MSME: Yes
- Are you the founder: Yes (Co-Founder)
- No of partners: 2
- Percentage of shareholding: 50 :50
- Years in business: 3 years
- Number of people employed: 5 Full Time and Others are Contract Employees
- Important clients: Haikuhudo, SuNav, Vectra Global, Playtonia, K Legal , Galatta Media, Saturam etc
- Are you exporting: No



RASHI ANAND



NEW DELHI

Email: rashi@lakshyam.co.in

Website: www.lakshyam.co.in

Working for economic, political and socially marginalized communities for their holistic advancement and implementing specific, customized, cost effective, scalable and replicable models for community development

The Founder of Lakshyam, Ms. Rashi Anand set up the not-for-profit organization to uplift the cause of child development & women empowerment. Established in 2012, Lakshyam is an NGO that uplifts children and women of at-risk communities through education & employment.

Within the span of seven years, Lakshyam has strengthened its foothold in 17 states of India. Ms. Rashi has managed to design, develop and deliver several programs, after our understanding and on ground experiences to spread awareness on women empowerment and child development. She is an active social entrepreneur and a young changemaker, for which she has been awarded and recognized with many, the 'Social Entrepreneur of the Year' by Entrepreneur India Summit 2013, one of the biggest entrepreneur conventions in the world, hosted by Franchise India Holdings Limited, Asia's largest integrated franchise solution company in association with Indian Franchise Association (IFA). BBC has also showcased a story on Lakshyam and Ms. Raashi Anand's work in the social sector. She has been awarded "Bharat Jyoti Award" by India International Friendship Society for exemplary work in the social sector and also PHD Chamber of Commerce "Special Jury Award for Social Work by a Woman" in 2018.



ACHIEVEMENTS:

- Lakshyam kids got a lifetime opportunity to meet the former President of India Shri Pranab Mukherjee on the occasion of Children's Day and Honorable Prime Minister of India Shri Narendra Modi on the occasion of Rakhi where kids tied rakhi to him.
- UTV Bindaas channel's B for Change campaign awarded Raashi Anand as one of the inspiring agents of social change in the country in 2014;
- Represented India in World Youth Forum 2019, given an award from His Excellency the President of Egypt.

CHALLENGES:

There are various challenges faced from time to time. These include firstly, political Influence of the community Leaders; secondly, in the rural areas, women have virtually no rights. It is very difficult to convince women to leave their household chores and come to attend classes organized for them - like sewing, handicrafts, etc. Another challenge faced is lot of drop out from school where parents are unwilling to send them to school. Another pertinent challenge is that the government school structure where the children are enrolled are sometimes in unhygienic conditions.

FUTURE PLAN:

The future Plan is simple to build sustainable structures across various Indian states in order to cater to the needs of children and women, to provide more and more number of children and women with education and employment. The objective is to make individuals associated with Lakshyam independent and strong.

BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Services
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 50 Percent
- Years in business: 10+ years
- Number of people employed: 18
- Important clients: Xavient Digital – Powered by TELUS International; IRCON International Ltd; Excel Catlin; RB Detol; CAF; Samsung, and Black Rock
- Are you exporting: No



AWARDS & RECOGNITIONS

- Divya Prem Sabha Mission Haridwar presented " Sewa Samman " 2018
- Wondersoft award as "Social Impact Influencer"
- Awarded one of the Influencers in "Womennovator" organized by Confederation of Women Entrepreneurs.
- "Bharat Jyoti Award" by India International Friendship Society for exemplary work in the social sector.
- PHD Chamber of Commerce "Special Jury Award for Social Work by a Woman" in 2018
- Delhi Management association award" Young Social Achiever Award" in 2018;
- Awarded "Naari Gaurav Samman" by Rajasthan Academy, New Delhi in 2018
- Towards contribution and welfare of the society;
- Received Woman of the Year award by NNS Media Award for immense contribution to the welfare of the society, 2016.
- Meri Delhi Award, awarded to Raashi Anand for her distinguished contribution to women empowerment and Child welfare, Oct 15, 2016.
- Inspire Awards 2016, recipient of Award of Excellence in Social Significance by BWW and Parivartan, for contribution to the society in the area of Entrepreneurship (Startup).
- World Consulting and Research Corporation (WCRC), Mumbai awarded Raashi Anand Pride of India Award Humanitarian of the Year, 2016



RASHI NARANG

Founder
Heads Up For Tails



NEW DELHI

Email: rashi@headsupfortails.com

Website : www.headsupfortails.com

What started as a small home-grown business back in 2008 is today India's first and only comprehensive pet care brand catering to all aspects of pet care

Founded by Rashi Narang, Heads Up For Tails is India's largest retailer of pet products and the winner of The World's Best Brand awarded by the prestigious World Branding Forum, two years in a row. The company currently operates 28 stores across Delhi, Bangalore, Mumbai, Pune, Chennai & Hyderabad and is looking to expand its network to 50 by the end of 2020. In addition, it has a large e-commerce business with a client base of over 3.5 lakh customers.

With the sole aim of making the lives of the pets better, design and create a range of functional products for pets and their parents. When it comes to pets, a one-size-fits-all philosophy falls flat, so Heads Up For Tail provides personalization and customization services. Best products from pet brands all over the world are curated for the benefit of the pets.

ACHIEVEMENTS:

Heads up for tails has 29 stores and has extensive online presence. What started as a small home-grown business back in 2008 is today India's first and only comprehensive pet care brand catering to all aspects of pet care. Products at Heads Up For Tails are tried and tested in house by team members who are also dog parents to identify any problems and rectify them before making them available for sale at the offline as well as online stores. The brand stands as a boon for the Indian pet industry with



incredible products ranging from organic and natural toys & treats, designer bowls, cutest pet accessories, dapper clothing options and much more.

Besides being an entrepreneur, Rashi works hard to give back to the canine world via feeding almost a hundred stray dogs everyday. The brand believes in standing up for tails of all sizes, species and whether they are pets or free roamers. The company actively promotes adoptions and rescue cases helping many puppies get placed in amazing homes.

Heads Up For Tails has been recognized by the international community for its contribution in the pet care industry.

CHALLENGES:

Taking the plunge of starting her own brand was Rashi's first and biggest challenge. In a market that was not quite ready to welcome her business idea, she had to change mindsets every day, and the struggle continues even after 11 years. It doesn't get easier, but the resolve gets stronger.

FUTURE PLAN:

With the continued support and hard work of Rashi's team, she plans to widen the online as well as physical presence. Through mindful collaborations and extensive design thinking, Heads Up For Tails will continue to offer only the best quality products for their pets.

On a personal level and through the efforts of the Heads Up for Tails Foundation, Rashmi's ultimate goal is to drastically improve the lives of animals.

BUSINESS DETAILS:

- Business segment: Services & Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 3
- Percentage of shareholding: NA
- Years in business: 11 Years
- Number of people employed: 200Plus
- Important clients: All
- Are you exporting: Yes



AWARDS & RECOGNITIONS:

- World branding Award (2017,2019)
- Lufthansa Runway to success
- Astitva Samaan
- Indian Retail Congress Award
- Woman Icon Asia Award
- Women Entrepreneur TIE Global She who Leads & many more

RASHMI AHUJA

Founder & Chairperson
Ahuja Residencies



NEW DELHI

Email: rashmi@ahujaresidency.com

Website: www.ahujaresidences.com

Leading providers of quality guesthouses, corporate housing and serviced apartments and helping corporates in identifying, setting up, furnishing and operating dedicated guesthouses for their employees.

One of the pioneers in introducing high-quality, affordable accommodation in New Delhi, she is the Founder and guiding force behind the Ahuja Residency. Established in 1982, Ahuja Residency, an ISO 9001:2015 certified company, is one of India's leading providers of quality guest houses, corporate housing and serviced apartments.

With over 25 years of experience in managing guest houses, Rashmi Ahuja remains extremely involved with the management of the properties, with her emphasis on guest relationship management and on ensuring guest satisfaction.

The service apartments range from practical studio apartments to spacious four-bedroom apartments and penthouses in some of the finest locations of Delhi, Gurgaon, Noida, Pune, Neemrana, Ahmedabad and Bangalore. Along with its subsidiary company Yuhi Hospitality Services, Ahuja Residency operates guesthouses in Sundernagar and Golf Links in Delhi and in several locations in Gurgaon and in Rohtak.

The team also help corporates in identifying, setting up, furnishing and operating dedicated guesthouses for their employees.

ACHIEVEMENTS:

Starting from a modest 3 room Bed & Breakfast establishment in 1982, it is now a company that currently manages over 400 properties and the total number of rooms under the management are over 1400. Ahuja residency has over half a million satisfied customers who have stayed with them.



Their properties have been recommended by several travel books including Lonely Planet, Frommers, Fodor 's and Special Places to Stay: India. They have also won several awards like TripAdvisor Certificate of Excellence, Holiday IQ Better Holiday Awards, MakeMyTrip Star Partner, "Outstanding Experience for the Year" from Yatra among many others.

CHALLENGES:

The business operates in a very competitive environment with several private equity backed start-ups like Oyo Rooms, Treebo and Fabhotels competing with them. They have the ability to sustain huge losses so are ready to reduce rates to unsustainable levels to increase their market share. As a self-funded company, without the deep pockets, it is not possible to play that game. Ahuja Residency competes on service quality and understanding of the requirements of the customers. They have also diversified into niche markets like targeting the Japanese expats in India and into extended-stay properties to create a niche.

The slow growth of tourism in the country and the general slowdown impacting most businesses have resulted in a reduction in travel spends, which pose a huge challenge.

FUTURE PLANS:

Ahuja Residency will be opening a 97-key apartment hotel in Pune and a 60-key business hotel in Gurgaon in 2020. Their Gurgaon project shall be a LEED certified green building with air quality levels in the premises maintained as per WHO standards. While continuing to grow the service apartment business in the existing markets, they also intend to expand geographically and are looking at opportunities in Mumbai, Chennai and some tier two cities.

BUSINESS DETAILS:

- Business segment: Services
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: Family members only
- Percentage of shareholding; 100% in one group company, smaller stakes in other group companies
- Years in business: 37
- Number of people employed: 400
- Important clients: All major Japanese corporates operating in India, several embassies and international NGOs
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Recognized as one of India's Top 100SMEs for the year 2012-13 by the Indian SME Forum
- The Best Micro Enterprise in the Hospitality sector in India at the D&B - Axis Bank Business Gaurav SME Awards 2011.



RASHMI DARIWAL

Co-Founder & CEO
SETU - The Bridge to Artisans



JAIPUR, RAJASTHAN

Email: rashmi@setufairtrade.com

Website: www.setufairtrade.com

Providing dignified livelihood opportunities to marginalized artisans by creating market linkages globally through Fair-trade practices

Rashmi Dariwal is the founder of "SETU-The Bridge to Artisans", a social enterprise and NGO called SETU-Society, which is totally self-funded. SETU acts as a bridge between the underprivileged/marginalized artisans and the international markets, at the same time, working for social, economic and environmental well-being of the artisan communities.

She founded SETU with the mission of empowering the social and economic standing of underprivileged artisans by providing them sustainable growth opportunities through Fair-trade practices. 'SETU' in Sanskrit means 'the bridge'. As indicated from the name, SETU acts as a bridge between the underprivileged/marginalized artisans and the international/affluent markets, at the same time, working for social, economic and environmental well-being of the artisan community.

The main motto is to provide dignified livelihood opportunities. This is a model of "Trade, not aid", where people are trained to develop & upgrade their skills. They are then provided marketing platform to participate in global trade. SETU is working not only on providing livelihood opportunities but also on holistic social development and environment sustainability.

ACHIEVEMENTS:

SETU has been able to achieve a positive impact on all 3 sustainability:

Economic sustainability: Livelihood opportunities to 10,000+ artisans in 16 states of India, Training &



skill upgradation workshops, sponsoring of machinery, infrastructure, work sheds etc.

Social sustainability: Women empowerment by Skill Training workshops, creation of Self-Help groups, literacy centers, awareness workshops of child & women rights, health & hygiene etc., health camps, hunger alleviation projects.

Environment sustainability: Using 95% raw materials that are natural/non-toxic/recycled, sponsoring solar heaters & inverters, upgraded furnaces of artisans, water recycling plants for printing.

CHALLENGES:

Community mobilization and bringing a mindset change of the underprivileged masses is the biggest challenge. To achieve women empowerment, women must be motivated to fight the social taboos and come out of their comfort zones. Some have their family support, but majority among them are facing a lot of mental, emotional and physical stress. Secondly, educating the consumer to adopt eco-friendly options is sometimes challenging due to costs involved.

Other big challenges are corruption in bureaucracy, where corruption is common for GST refunds etc. Also, increased paperwork due to GST returns and matching of 2A etc. takes away productive hours.

FUTURE PLANS:

To reach out to a greater number of underprivileged people of our society by providing them livelihood and empowering them to establish dignified lives. They are starting a hunger alleviation project by supplying free food to labor who are lacking nutrition values. Another initiative is to create a sense of awareness among women on menstrual health and hygiene.

BUSINESS DETAILS:

- Business segment: Trading
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: Nil
- Percentage of shareholding: 100%
- Years in business: 10
- Number of people employed: 15
- Important clients: -
- Are you exporting: Yes (100% export)



RATNA REDDY

Founder
CHIREC Group



HYDERABAD, TELANGANA

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Pioneering new age holistic education since past three decades, nurturing global citizens who are changing the world for the better.



With over 30 years of experience in education, Ratna Reddy is an accomplished and visionary educationist who has pioneered new-age education in Hyderabad. From Children's Recreation Center and CHIREC Preschool in 1989 to India's premiere institution in 2018, CHIREC has helped nurture global citizens who are changing the world for the better.

She is the Founder of the CHIREC Group of three schools in Hyderabad which has an aggregate 3750 students and 480 teachers. In 1989, she started the Children's Recreation Centre (CHIREC) in Hyderabad with a modest investment of 5 lakh rupees to provide holistic Early Childhood Care to pre-primary children. With a combination of academic expertise, entrepreneurial skills, and an undaunted spirit, she devoted herself to building CHIREC for 31 years a K-12 institution offering CBSE since 1996, CIE since 2008, and IB Curricula since 2012 across its three campuses, located in Kondapur, Jubilee Hills, and Gachibowli in Hyderabad.

CHIREC quickly grew to be one of the country's finest schools, offering Holistic Education to thousands of students every year and achieving the highest forms of recognition in India. Through the years, CHIREC has paved the way without compromising on individual attention and employing interactive and hands-on learning techniques. It maintains a careful balance between academics and co-curricular activities and focusses on sustainable and community outreach initiatives, making its mark nationally and globally.



ACHIEVEMENTS:

CHIREC International School, the New Age school which set a benchmark for holistic education in Telangana State, celebrated their 30th Anniversary in 2018.

Under the leadership of Mrs. Ratna Reddy, CHIREC International has grown to become an institution known for quality and excellence in education. The school has been awarded and recognized by various organizations.

CHALLENGES:

CHIREC's journey was not without its challenges. By 1993, the school was growing rapidly and needed more space for its students. However, land in Hyderabad was expensive at the time. With limited resources, the school gradually expanded into two new branches in 1993, rented buildings in Begumpet and Jubilee Hills, before moving to the outskirts of the city in 1996, expanding the Kondapur campus to 5.5 acres, and setting the trend that scores of schools have since followed.

During her journey, Mrs. Ratna Reddy noticed that traditional education was deeply rooted, and it was extremely difficult to change that mindset. Mrs. Reddy challenged the conventional ways and developed the pathway to new-age education. She worked hard to find teachers with the right skills and mindset to help lead her innovative new-age school. During a time when education was all about academic excellence, Mrs. Reddy integrated co-curricular activities into the curriculum to provide holistic education to all students.

FUTURE PLAN:

CHIREC was founded 31 years ago and has achieved some of the highest forms of recognition in India. When envisioning the next 30 years for CHIREC, Mrs. Ratna Reddy saw CHIREC on an international platform, making a difference globally and setting global trends in education.

BUSINESS DETAILS:

- Business segment: Services
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: None
- Percentage of shareholding: 56%
- Years in business: 31
- Number of people employed: 876
- Important clients: N/A
- Are you exporting: No



AWARDS & RECOGNITIONS

2019-20:

- Hyderabad's #1, Telangana's #1 and India's #8 Best Co-ed Day School in the Education World India School Rankings 2019-20.
- Hyderabad's #1, Telangana's #1 and India's #6 Best International Day School in the Education World India School Rankings 2019-20.
- CHIREC Preschools - Jubilee Hills & Gachibowli - are ranked Hyderabad's #2 and #6 Best Proprietary Preschools in the Education World India School Rankings 2019-20.
- CHIREC was awarded the Best International School of Telangana and its Jubilee Hills campus was awarded the Best Pre-School of Telangana under the Brainfeed School Excellence Awards 2019 in recognition of its excellence in the education sector.

2018-19:

- Ranked amongst Top 50 Schools by Future 50 Schools Shaping Success 2018.
- Certificate of Accreditation Award by Indywood Talent Club.
- Excellence in Innovative Practices and Excellence in Inspirational Leadership by Brainfeed Rankings 2018-19.
- World 100 21st Century Education Award by Future of Learning Unconference
- Most Admired School by White Page India.
- British Council International School Award having shown a commitment to embedding international awareness and global citizenship within their class and school.

2017-18:

- Ranked amongst Top 50 Schools by Future 50 Schools Shaping Success 2017 for its progressive schooling and best practices in learning.
- Global Innovative Schools Award (GISA) 2018 for Exemplary Performance in Academics awarded by Bits Pilani Dubai, in association with Phyzok.

2016-17:

- Ranked amongst the top-most schools in Hyderabad and Telangana by DigitalLearning.
- Ranked #1 in Hyderabad, #1 in Telangana and #4 in India under India's Top 20 International Day School in a survey conducted by EducationToday. It has also been Ranked #1 in India under the Parameter of Academic Reputation.
- Ranked as Hyderabad Academic Excellence School and Best Infrastructure School Among Top Telangana Schools by Brainfeed.
- Received Excellence in Sports (South) Award by NDTV.
- Ranked 3rd in the South Zone in a state-wise ranking of top Indian schools 2016.
- Awarded with the School Excellence Awards by Brainfeed magazine.
- Awarded with The White Swan Award for the Most Influential Brand 2015-16.



RENA SINGH GHAI

Managing Director
Green Ice Solutions Private Limited



FARIDABAD, HARYANA

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An Authorized Dealer/distributor of all Tata Power Solar B2C Products and works with B2B and B2G segments, with extensive and active network of industry professionals, experts, government officials and policy makers help track this market in real time



ena Singh Thai is the Founder of Green Ice Solutions Private Limited. It is a premier firm for:

- Renewable Energy Consultancy (including research studies)
- Solar - Sales, Services, Solutions, Seminars, Trainings and Marketing Specialists. Authorized Channel Partner of Tata Power Solar Systems Limited.
- IT Services – maintain websites – like the Ashok Hotel
- Research & Studies—Policy and Budgets/Budgeting

Established in the year 1997, Green Ice Solutions Pvt. Ltd. engaged in distributing and trading a wide range of product includes Solar Lights, Solar Panel, Solar Water Pump, Solar Inverter, Solar Water Heating System, etc.

Green Ice is enabled by a rich network of industry experts, government officials, investors, financing institutions and other such key stakeholders in the Indian Solar Market. The company also has critical in-house resources such as a project database, manufacturing database, contact database, price index and a document library. This enables us to track and analyze the market in a research, knowledge and analysis driven approach.



ACHIEVEMENTS:

- Over 38 major Solar Plants as Tata Power Solar Systems Limited Channel Partner (only Woman Channel Partner in North India as of Nov,2019) (2015-2019);
- Major study on Bio digesters for Federation of Indian Chamber of Commerce and Industry (2018);
- Major IT Services Content Development for BSNL (2004-5). Continued maintenance of website of the Ashok Hotel since 2003 to present;
- Author of book "Budget Busters" on Public Finance (2011)

CHALLENGES:

- Unorganized and fragmented Sector of Solar – impacts growth;
- Barrier to business – in traditional large industries –being a technical decision-making woman is sometimes more challenging – most final meetings on Solar I go for have NO women in my position;
- Laxity in policy implementation – at the grassroots level in Solar as it related to subsidy, mandatory solar directive, and focus on rural populace;
- Further guidelines and standardizations with penalties required in the Renewable Energy segment.

FUTURE PLANS:

- Enhancing our Client base and Sales/Services network; potentially getting into a Joint Venture with a suitable entity for Renewable Energy Products/Solutions + Studies;
- Our firm contributes to Able Charities, Palwal, hope to increase our contribution to such social grassroots entities;
- Be focused/abreast of technological advances; along with its application in Renewable Energy, IT and Policy.

BUSINESS DETAILS:

- Business segment: Renewable Energy – Solar Services and Trading; IT Solutions; Policy
- Registered with MSME: YES
- Are you the founder: YES
- No of partners: None 2 Shareholders -Directors
- Percentage of shareholding; 80%



- Years in business: 1996 to present – 23 years
- Number of people employed: Contract based 11
- Important clients: Good Year India, Starwire India Limited, Frick India Limited, Metro Hospital, Able Charities, Hindustan Syringes --- Corporate, Institutional, Commercial and Residential Clients
- Are you exporting: No

AWARDS & RECOGNITIONS:

- 2018 March awarded "Exceptional Women of Excellence" by Women Economic Forum and All Ladies League at The Hague in Netherlands
- 2015-2016 Certificate of Achievement from TATA Power Solar for Highest Rooftop Solutions (in value) Sales in India
- 2016-17 Certificate of Achievement from Tata Power Solar for Maximum Number of orders in Financial Year
- 1986-88 master's in public administration from San Jose State University, San Jose, CA, U.S.A.
- Recognized as Who's Who Among students of American Colleges and Universities (given to Top 1% of the students at the University for Academic Achievement and Outstanding Leadership).
- Won Burton Brazil Scholarship Award for Political Science Department, San Jose State University.
- Won Special Services Award presented by the Department of Political Science, San Jose State University, San Jose, CA, U.S.A.



DR RENUKA DAVID

Managing Director
Radiant Medical Services



CHENNAI, TAMILNADU

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Website:

www.radianthomehealthservices.com

www.radiantwellnessconclave.com

www.drrenukadavid.com

Multi-faceted and well-established home healthcare company providing unparalleled medical and non-medical healthcare, elderly care, trained nursing care, and personalized home care services

Radiant Medical Services was founded in the year 2006 at Chennai by Dr Renuka David. It is a sub vertical of the Radiant Group of Companies. Radiant Medical Services comprises of four sub verticals the Radiant Home Health Services, the Radiant Wellness Conclave, the Radiant wellness Forum and the Radiant Medi-Fitness Lounge.

Facing various challenges while taking care of her ageing parents, Dr. Renuka David was inspired to provide assistance and care to the elderly population. She started Radiant Home Health Services in the year 2008 with 3 nurses and has now grown into employee strength of more than 100 health assistants and nurses. Encouraging women empowerment, RHHS actively identifies and provides opportunities to women from hinterland by skilling them with suitable training and thereafter providing immediate employment.

Dr Renuka David is the Founder & Brainchild behind the prestigious annual the first of its kind WELLNESS Conclave in Chennai which addresses all aspects of Wellness through its nine dimensions which she spearheads meticulously. The 9 dimensions of wellness include physical, emotional, environmental, social, intellectual, financial, occupational, technological and health. The Radiant wellness Forum addresses important steps to be taken to prevent the early onset of Lifestyle diseases like diabetes, hypertension, PCOS, cancer and auto immune diseases.

Realizing the urgent need of 'preventive' healthcare rather than 'curative' healthcare, the Radiant Medi-Fitness lounge, was started to create and spread awareness on the importance of healthy lifestyle and important steps that needs to be taken to prevent the early onset of Lifestyle diseases.



ACHIEVEMENTS:

Dr. Renuka David is an MBBS (Bachelor of Medicine and Bachelor of Surgery - Medical Graduate) with a Post Graduate Diploma in Maternity and Child Health and an Alumnus of Coimbatore Medical College. She has had a long illustrious career spanning for over two and half decades. Being a frontier doctor, she has worked extensively in the well-being and healthcare of women and young adults in urban, rural and tribal India. She has also been a contract Doctor with the Army for 3 years.

She dons many avatars as an Entrepreneur, Doctor, Professional Speaker, TV Host, TEDx Speaker, Panelist and a Wellness Expert. Over the years, Dr. Renuka David has become a sought-after motivational speaker by students and professionals across diverse backgrounds. She has addressed various forums, organizations

and institutions to propagate and address wellness, preventive healthcare and various lifestyle issues faced by people from all walks of life.

Amongst the other things Dr. Renuka also Hosts an inspirational talk show in Good News Television and on her YOUTUBE Channel show casing stories of extraordinarily courageous individuals who have risen to become role-models in their communities. Her guests include inspiring people from all walks of life bringing their amazing stories. She inspires, motivates and addresses preventive health care and advocates healthy lifestyle.

CHALLENGES:

There is a high rate of attrition among the young girls at the Home Healthcare due to various reasons which is one of the biggest challenges we face. Home healthcare is an extremely challenging job requiring these young girls to stay for nearly 8 hours taking care of ageing, sick and fussy patients in a depressive environment. Some of them face a great deal of physical and mental stress. In spite of positive incentives, outings and counselling they stay only for three to four years. Moreover, many do not like to continue working after their marriage which again is a challenge to retain them. Having said this, we have a large loyal workforce who have largely contributed in improving their personal social and economic status by contributing in building their homes or getting a sibling married back home.

FUTURE PLANS:

Radiant Home Healthcare provides job opportunities for young girls especially from poor socio-economic background and hinterland who are also school dropouts after grade 10. Over the next couple of years, Dr Renuka David wants to skill and provide maximum job opportunities thus making these young girls primary breadwinners (as presently) for their families, taking her workforce to over 1000 all over INDIA. Gazing into the future, she also sees a lot of awareness of wellness in all its dimensions and preventive medicine spread among the urban populations in need of a holistic approach to good health and to positively see the change happening in their respective lives and communities.



BUSINESS DETAILS

- Business segment: Services
- Registered with MSME: Yes
- Are you the founder: Yes
- Number of Partners: 2
- Percentage of Shareholding: 10 %
- Years in Business: 10 Years
- Number of people employed: 98
- Important clients: Various individual clients
- Are you exporting: No

AWARDS & RECOGNITIONS:

- The Jaguar woman achiever award in the field of Wellness.
- India's Most Exceptional Speaker Award -2016 for Health & Wellness".
- Blackswan Award for "omen Empowerment at a glittering ceremony at Mumbai from Her Excellency Ms Stefania Constanza, Consul General of Italy in Mumbai and His Excellency Mr. Baba Ali Khan, the Consul General of Malaysia".



RIDHU BHATIA & VANSHIKA BHATIA

Founder -Owners

Together at 12th



GURGAON, HARYANA

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Website: www.togetherat12th.com

Showcasing the best of local Indian produce and craftsmanship every inch of the restaurant has been built with local material, stone, marbles etc., with the menus of both food and cocktails using seasonal and, local produce

Together at 12th, a unit of Saucy Spirits Hospitality Private Limited opened its doors to the public in March on 2019. Co-owned by sisters Ridhu Bhatia and Chef Vanshika Bhatia, it is a freestyle restaurant and cocktail bar which is making locally sourced seasonal Ingredients in the most world class manner in its modern European cuisine. Located on the 12th floor of Le Meridien, Gurgaon it is one of the pioneers of being an independent Restaurant in a five-star property.

ACHIEVEMENTS:

One of the biggest achievements in the beginning was to be able to get the location of the 12th Floor of Le Meridien. Once the journey began, there was no looking back. The Bhatia sisters have won various awards and recognitions in the short time, including being in the list of the best newly opened restaurants in India By Conde Nast Traveler and also awards for the best bar in various platforms.

Together at 12th has also hosted various international chefs for collaborations and Chef Vanshika has been invited to speak about sustainability and using local produce in various international forums like Chef's Manifesto and United Nations.



CHALLENGES:

The Hospitality industry is innately a very challenging one because of the massive amounts of competition. New Restaurants and Bars open every day. The challenge increases with the advent of online aggregators and deal seekers along with high competition, where customers are looking for the best deal instead of the best experience, food and drinks.

FUTURE PLANS:

Ridhu and Vanshika plan to grow as the top restaurant and bar in the country and slowly the world, to create an exclusive brand image and to continue showcasing and popularizing lost Indian ingredients, techniques and recipes.

BUSINESS DETAILS:

- Business segment: Services
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 5
- Percentage of shareholding: 52%
- Years in business: 1 year
- Number of people employed: 52
- Important clients:
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Conde Nast Traveler's Best Newly Opened Restaurants in the Country
- Spiritz Magazine's award for Best Bar In India (Five Star)
- Gurgaon Food Freak: Best New Bar in Gurgaon Jury's Choice



RUBY GARG

Director
Imex Appliances Ltd



NEW DELHI

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Website: www.imexappliances.com

Redefining strength with a positive vision of success and innovation, a first-generation entrepreneur who began modestly and went on to become a national awardee for entrepreneurship and innovation.

Ruby Garg is the Director of Imex Appliances Ltd, a group of 6 companies engaged in manufacturing of Water Heaters, Fans, Gas Stoves and Kitchen Appliances for brands like Bajaj Electricals, Racold, Havells, Hindware etc. She is a first-generation entrepreneur who founded her 1st company in the year 2005 at the age of 30 years, with a small investment of just 12 Lakhs at Parwanoo (H.P.). Her vision and dynamism led to the expansion of her business in a short span of time into a progressive successful corporate entity.

IMEX is a renowned brand of Home Appliances. The company specializes in home and kitchen appliances and is actively involved in development and sales of new models of Induction Cookers, Fans, Water Purifiers, Kitchen Cookwares, Gas Stoves and so on with a wide range of specifications.

Defect free products work as a guideline for IMEX Quality Control department. Toughest quality checks, even to a screw are ensured at every line of production in conformity to ISO 9001:2000 & International Standards. Affordability and user friendly never cease to be IMEX's CORE CONCERN.

The strength of the company is the expert marketing team, wide product range and dedicated services.



ACHIEVEMENTS:

- Employment to local village people & out of this more than 50% are women workers.
- Supported 24 local women in setting up the cottage units by providing small loans & giving job works & Buy Back facility.
- Go Green Drive by planting 1000 trees every year in the Hills of Himachal.
- Blood Donation Camps & Health Check-up Camps for local villagers with the help of NGOs & qualified doctors' team every year.
- TOBACCO & DRUG FREE awareness for all workers and villagers.
- Providing drinking water in summer months to local villagers.

CHALLENGES:

- To work in backward areas of Himachal with very limited infrastructure & resources.
- To get orders from prestigious customers in start of business who can buy good quantity & make timely payment.
- To compete with existing big manufacturers in terms of their price, quality & service.
- To meet out the starting 1-2 years expenses & to get the break-even point.
- To get the loan & finance from Banks & Financial Institutions with no business history & background.
- To understand the business, technical & purchasing skills.
- Being factory at Himachal & to commute every week from Delhi to Himachal & to manage the family and kids at Delhi.
- To keep upgrading every year / every moment with technology & designs as per customer requirements & International / Domestic Market.

FUTURE PLANS:

- To start & promote Solar Water Heaters to save Electricity & to use Renewal Energy Resources.
- Usage of latest technologies like Wifi, Mobile App (for Geyser switch on & switch off), more energy saving, resistance to corrosion & hard water and more slim and smart Geysers.
- Backward integration of geyser parts manufacturing in-house.
- To increase Exports by making more competitive & technically better products.
- Starting manufacturing of same new product as an Import substitution of China market.



BUSINESS DETAILS:

- Business Segment: Home Appliances manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of Partners: 2
- Percentage of Shareholding: 50 %
- Years in Business: 16 years
- Number of People Employed : 170
- Important Clients: Panasonic, Bajaj, Havells, Crompton, Hindware, Ariston, Flipkart, etc.
- Are you exporting: Yes

AWARDS & RECOGNITIONS:

- In the year 2011, honoured with the National Award for, "The Best Woman Entrepreneur" by Her Excellency, President of India, Smt. Pratibha Devi Singh Patil.
- In the year 2012, honoured with the National Award for Quality products by Prime Minister of India, Dr. Manmohan Singh Ji.
- In the year 2013, honoured with National Award by MSME for best Innovation" with the hands of the President of India, Shri. Pranab Mukherjee.



SANTOSH SHAH

Director

Cilantro Food Products Pvt Ltd



AHMEDABAD, GUJARAT

Email: santosh@cilantrofoods.com

Website: www.cilantrofoods.com

A nut processing company producing supreme quality roasted, seasoned and coated nuts with the primary objective of providing healthy & nutritious food to its consumers

Cilantro Food Products Pvt Ltd – is an ISO 22000:2005 HACCP, USDA Certified Company engaged in manufacturing, exporting, importing & processing of dried & dehydrated food products. The company has made every effort to produce wholesome and nutritious products by using natural ingredients and dry roasting (no wet roast and no oil frying) edible nuts.

ACHIEVEMENTS:

Ms Santosh has very clear ideas about her Success Mantra. As narrated by her, "Don't quit; every difficulty is an opportunity in disguise. Take up one idea at a time and lead it to its final fruition. Success has to be measured in terms of odds encountered and overcome. Always act as if you are already successful and then your very attitude makes it a reality. The price of success is hard work, dedication to the job at hand having given your best to the job." In the first five years, the company saw a 50% YoY growth and has continued to grow since, currently our products are exported to 27 countries.

CHALLENGES:

Ms Santosh co-founded her first company at the age of 40 along with a zillion dream. There were series of challenges in front of her from building teams, to driving sales revenue, taking care of home



coupled with her pursuit of making Cilantro Food Products a formidable brand in Snacking Industry. At every step of way there were impediments and learnings with each one of them, across the years she has taken out time to learn, evolve and network to discover her potential within by striving towards growing the business over the years.

FUTURE PLAN:

Santosh is currently working on nut-based health boosters that will help consumers live a healthy lifestyle by offering them home remedy-based products which channelize inner healing by detoxing free radicals. This would be done through an AI software which provides subscription-based personalized health solutions at an affordable cost to consumers who wish to substitute or replace their existing dependencies on consuming expensive, processed, strong and chemical-based medications to 100% natural compositions based on dried fruits, nuts, herbs, spices, seeds, grains & honey.

BUSINESS DETAILS:

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: Yes
- Percentage of shareholding: 60
- Years in business: 9
- Number of people employed: 43
- Important clients: Torrent, Eris Life-Sciences, Troika Pharmaceuticals, Jubilant Food Works, Credo, GMDC, IFFCO, Hyatt Hotels
- Are you exporting: Yes

AWARDS & RECOGNITIONS

- Awarded "Excellence Award" in Manufacturing Category by Gujarat Chamber of Commerce & Industry – Businesswomen Wing
- Awarded "FICCI SAMBHAVA - Woman of Infinite Possibilities"
- Awarded "Most Innovative Products – Gujarat Chamber of Commerce & Industries"
- Featured in the "Rising Star-Women entrepreneurs of Gujarat"
- Featured in Sakhi Magazine for recognition of her work in Food Processing
- Featured in Femina Magazine for her Entrepreneurial Journey



SARITHA CHILAKAPATI

Managing Partner

Innomet Advanced Materials Pvt Ltd



HYDERABAD, TELANGANA

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Website: www.innomet.net

Global suppliers and manufacturers of wide spectrum of ferrous and nonferrous metal/alloy powders catering to a wide range of Industries viz. Powder Metallurgy, Diamond tools, Engineering Coatings, Welding and Brazing, Pharmaceutical, Ordnance and many more

Saritha Chilakapati is the Managing Partner of Innomet Advanced Materials Pvt Ltd, an ISO & IATF certified SME based at Hyderabad with prime focus on import substitution. The company is into Powder Metallurgy activity with two divisions - Metal Powders and Tungsten Heavy Alloys.

Metal Powders are fine particles of metal/alloys manufactured primarily through water atomization. The current product list includes powders of Copper & its alloys, Nickel, Cobalt and Stainless Steels. The applications include Automobiles, Welding, Brazing, Diamond Tools etc. MNC's like Hogenas India, Sundram Fasteners, GKN, and many more are some of the important clients and are currently exporting to Japan, USA, Europe and New Zealand.

Innomet Advanced is the only company in India producing Tungsten Heavy Alloys in the private sector. These are produced using Powder Metallurgy technology. The applications include, Defense, Aerospace, Engineering and Nuclear. Our customers include, DRDO, Ordnance Factories, BARC, HAL and many more.

ACHIEVEMENTS:

In the last 20 years, Innomet Advanced Materials Pvt Ltd has developed many import substitutes for automobile, defense, aerospace and nuclear applications. Most of the technology is developed in house with experts from around the world. They have constantly developed the Human Resources required for the operations, in house only. The company is exporting around 10% of our sales and have acquired marquee clients in each division. They have partnered with IIT Madras for



development of ODS Alloy steels for application in super critical power stations and have given opportunity to many students in the field of Metallurgy. Women make more than 40% of the employees and also contribute in critical areas such R& D and manufacture in the Company.

CHALLENGES:

Being a first-Generation Entrepreneur, access to capital is the first challenge faced by Saritha. There was limited financial resources and banks were not keen on financing as there was no business history. It is also difficult to attract women to work in key roles such as Technology & Industrial Manufacturing. There was no peer group in the field to approach for any guidance.

Attracting women to work in MSME is a constant battle and 20 years ago it was even more difficult to convince a woman to work in a factory. This field is dominated by men and for a woman particularly in a marketing role was not encouraging. With limited resources available, it is a constant battle for a MSME to focus on R & D and to continuously develop new products to match the International standards.

FUTURE PLANS:

- To set up a world class facility at Sultanpur, consolidating the current business which is functioning at 3 different locations.
- Set up Gas atomization and Additive manufacturing processes.
- Develop more products as part of Make in India and increase export contribution.
- Prepare new platform for import substitute products with thrust on R & D.

BUSINESS DETAILS:

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes, Co-Founder
- No of partners: Two
- Percentage of shareholding: 49% (100% women enterprise)
- Years in business: 20 Years
- Number of people employed: 50
- Important clients: Automobile Tier I suppliers, Defence, Aerospace and Nuclear
- Are you exporting: Yes, to many advanced countries like Japan, USA, New Zealand etc.

AWARDS & RECOGNITIONS:

- Approvals from few Ordnance Factories in India
- Aerospace certification for few products that qualify as part of Make in India



SHARMILA RAJ JAIN

Partner
PD Fluted Cartons



HYDERABAD, TELANGANA

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Defying all odds and breaking stereotypes, a woman entrepreneur who created a niche market for high quality medium volume microflute cartons

PD Fluted Cartons was started in 2002 by Sharmila Raj Jain, as a niche market for high quality medium volume microflute cartons was felt in Hyderabad. The company started with supplies to liquor suppliers and over time grew to being suppliers to local as well as multinationals in other segments in Hyderabad creating a base as a quality producer. Some of the clients are Alpla India Ltd, Schneider Electric, Usha International, Shriram Bioseed etc.

A need was felt for 3/5 ply cartons and the company expanded to manufacturing those as well. Today the need is being felt for atomization and Sharmila has procured land to set up a manufacturing facility which is atomized

ACHIEVEMENTS:

- Sharmila was selected for various programmes by Goldman Sach's, Proctor & Gamble etc.
- She won the Best Business Plan competition held by ISB and Goldman Sach's, and was leader of group which won the award for the completion during the Proctor and Gamble programme.
- She visited New York as representative of Goldman Sach's 10000 women entrepreneur program and interacted With Senator Hillary Clinton during Clinton Global Initiative.
- Invited as a judge for Best Business Plans at ISB
- Been on panel discussions at WeConnect International and at Goldman Sach's New Jersey office



CHALLENGES:

When Sharmila wanted a loan to purchase land for her industry, she was asked by APSFC to first purchase the land after which the loan would be reimbursed convinced the bankers and the deal went through.

As industry norms have changed requiring cartons from automatic plants have lost some customers who made it mandatory in their procurement requirements(Amazon India being 1 where we developed all their cartons for their Hyderabad fulfilment center, got registered as vendors , were asked to procure raw material but the procurement norms changed and they backed out)

FUTURE PLANS:

- Sharmila has now procured 1.81 acres land in the FLO Industrial Park to set up an automatic plant.
- She wants to add in house printing facilities and also again look at microflute cartons with emphasis. This way in 3 years, she plans a 100% growth.

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: YES
- Are you the founder: YES
- No of partners: 2
- Percentage of shareholding: 50%
- Years in business: 2002 till date -- 17 years
- Number of people employed: 45
- Important clients: ALPLA India Ltd., USHA International
- Are you exporting: No; though have done deemed exports

AWARDS & RECOGNITIONS:

- Best Business Plan award in the Goldman Sach's 10000 women programme.
- Selected by Goldman Sach's to represent the program in the Clinton Global Initiative in New York in 2014, and thus introduced to Senator Madam Hillary Clinton.



SHILPA CHOKSI

Proprietor Designer
House of Marigold



AHMEDABAD, GUJARAT

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Website: www.houseofmarigold.com

A passionate journey from passion to enterprise into the luxury segment of watches, incorporating contemporary and artistic designs to the convention laden industry

Shilpa Choksi, the name behind - House of Marigold is based in Ahmedabad and is only be-spoke designer of exclusive watches with an artistic bent of mind. She aspired to give a new life and identity to this vital piece of accessory and come with something exceptionally different making the conventional shapes a thing of the past. She had a vision to see the wristwatch not just as a functional piece to show time but as a piece of art, jewellery and as an heirloom. Shilpa had the courage to carve a niche for herself, make a brand and sustain it slowly and expand. She is the Designer of Marigold Watches, Jacaranda watches and Aabhasa watches from the House of Marigold.

Shilpa launched her line in 2010, a time when the concept of designer jewellery watches was unheard in India. She draws her inspirations from the basic elements of nature together with the rich Indian heritage, studying its changing moods and traditions. Each of her designs are different in style, mood and craftsmanship, made to perfection by some of India's finest artisans.

ACHIEVEMENTS:

Shilpa's creations cater to a wide canvas of both traditional and western tastes, blending majestically with whatever a woman and man wears.

A trained Designer gemologist, Shilpa has been felicitated for her talent with the President's award for design, the FICCI award and the prestigious Best Designer Accolade by the Gem & Jewelry Export



Promotion Council, GCCI among many other recognitions.

Detailing and exceptional Craftsmanship is the guiding light for the Marigold brand, influencing its concept and aesthetics. Shilpa's designs transcend borders and are inspired by her extensive travelling, love for nature, and passion for art.

This exclusivity of Marigold watches has gathered attention and interest of many Bollywood celebrities who are now treasured customers of the brand. The celebrities include from the likes of Amitabh Bachchan, Gulzar, Karishma Kapoor, Shilpa Shetty and many more.

CHALLENGES:

Watch industry is mostly dominated by men across the world and it was a challenge for Shilpa to step into this domain. She went for studies of jewellery designing and gemology at the age of 40 and people did not take her very seriously.

The first 2 years in the industry were the hardest. She had to make frequent trips to the local watchmakers to understand the mechanism of a watch and later finding a suitable strategy to position her products in the market.

FUTURE PLAN:

To have Marigold presence all over India and abroad.

BUSINESS DETAILS:

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: No Partners
- Percentage of shareholding: 100 %
- Years in business: 10
- Number of people employed: 30
- Important clients: - Maharaja of Udaipur Shri Arvind Singh ji, many other people from Royal families, singer Aishwarya, many NRI Clients and many more
- Are you exporting: Yes

AWARDS & RECOGNITIONS:

- Outstanding Business Performance Award in The Innovative Category by Gcci 2011



- Indian Achiever's Award for Women Entrepreneur by Global Achievers Foundation
- Emerging Woman Entrepreneur Excellence Award by SME Chamber of India
- Mother Teresa Excellence Award'
- Awarded as Best Watch Designer of India By High on Passion Magazine at Jaipur
- H.L. Alumni Achiever's Award by H.L. Alumni Association at Ahmedabad in 2014
- Gauravanta Gujarati Award by International Creative Art Society'
- The Movers of Time Award by Same Bharti 2016
- Quality Mark Women Award in 2016 at Mahatma Mandir, Gandhinagar
- Recognition for Immense Contribution Towards Society in The Field of Women Empowerment by Benchmark Cars Mercedes-Benz
- Title Ghena of Society by Swarnakala
- Sambhavaa-Woman of Infinite Possibilities
- Rising Fashionista, Award by FLO
- Nominated by Ernst & Young for Leaders of Tomorrow Awards



SHRIYA DAMANI

Director & CEO
SkyQuest Technology Group



AHMEDABAD, GUJARAT

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Website: www.skyquestt.com

An entrepreneurial journey that started at the age of 18 is today one of the most renowned enterprises catering a niche area of Technology Transfer and Intellectual Property in India

SkyQuest Technology Group is a Global Market Intelligence, Innovation Management & Commercialization organization that connects Innovation to new markets, networks & collaborators for achieving Sustainable Development Goals. Founded in 2006 (HQ-India) Shriya Damani is the Director & CEO, SkyQuest Technology Group

SkyQuest, is a global Innovation Management and Commercialization organization that works with diverse stakeholders, over the last 13 years SkyQuests capabilities to deliver has been tested and established by stakeholders from over 40 countries. Such contributions have been at various levels, including but not limiting to mapping Innovation/R&D ecosystems, enabling innovation access, technology and market research, new market entry, partnering, business development, market development strategy and mentoring.

Over the years SkyQuest has been supporting high impact technologies addressing global problems and SDGs in the areas of Water, Food, Health, Nutrition, Energy, Education, Sanitation etc and accelerating their commercialization globally.

ACHIEVEMENTS:

Shriya is a Thinker, Maker and a Serial Entrepreneur having started her entrepreneurial journey at the age of 18. She has gained several years of experience as a dynamic entrepreneur and a trained technology research professional and now is amongst the most sought-after mentor and entrepreneur. Over the last 13 years she has directed over 230 projects for various ecosystem Actors



viz. Start-ups, SMEs, MNC's, Fortune 500, Governments, STI agencies, Procurement Agencies, Clusters, NGOs, Financial Institutions, Investors etc. Ms. Damani has championed the cause for women entrepreneurship and sustainability in businesses by working on various awareness programs for women.

CHALLENGES:

Shriya co-founded her first company at the age of 18 along with a million dreams. There were series of challenges in front of her from building teams, to driving sales revenue, taking care of home and kids coupled with her pursuit of making SkyQuest a formidable brand for Innovation Management & Market Access. At every step of way there were impediments and of course learnings with each one of them, across the years she has taken out time to learn, evolve and network to discover the hero within by striving towards growing the business and launching new initiatives.

FUTURE PLAN:

Passionate about innovation and entrepreneurship, Shriya's contribution towards empowering women, youth and marginalized groups has been recognized by several agencies and has influenced thousands of young and aspiring leaders. She is passionate about Sustainable Development Goals and is now working on 1) Sustainable Development Goals for Generation Z 2) Meditation App, & 3) Digital Dashboards in Market Research.

BUSINESS DETAILS

- Business segment: Services
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 51%
- Years in business: 13
- Number of people employed: 64
- Important clients:

Companies: Reckitt Benckiser (RB), Unilever, ITC, Church & Dwight, Gujarat Venture Finance Limited, Pidilite, CTS Ltd, SC Johnson, Vital Capital Environment.

Organizations: Consultancy Development Centre, United Nations Development Program (UNDP), United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), Bill & Melinda Gates Foundation, Department of Biotechnology (DBT), Department of Science and Technology (DST), The National Science & Technology Entrepreneurship Development Board (NSTEDB) Thailand Center of Excellence for Life - Sciences (Govt of Thailand), International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), National Academy of Agricultural Research Management (NAARM), Council of Scientific and Industrial Research (CSIR)

- Are you exporting: Yes



AWARDS & RECOGNITIONS:

- Part of the Grand Challenge Design Team at Vibrant Gujarat Start Up & Technology Summit.
- Awarded as most Innovative Company in India by Fast Company in 2017.
- Part of the Co-design Team along with Value Web for conduction Action Seminar on Innovation & entrepreneurship at Vibrant Gujarat 2017,
- Awarded the Women Excellence Award recognizing her contribution to the innovation ecosystem & women entrepreneurship by the United Nations and collaborative agencies, CIAC & CIHF in Colombo, 2016.
- Have been instrumental in designing the course on Technology Management for "Biotechnopreneur Program", a 10 months course launched by Entrepreneurship Development Institute (EDI) in collaboration with Gujarat State Biotechnology Mission (GSBTM) and Foundation for MSME Clusters (FMC).
- FICCI-FLO "Sambhavaa Award for Innovation" in business announced by FICCI Ladies Organisation (FLO) - Ahmedabad Chapter under Theme of Awards - SAMBHAVAA - Woman of Infinite Possibilities, 2016.
- Have been featured in "Coffee Table Book", in capacity of Director of Water Quest, a compilation of 40 best startups of Gujarat", an initiative of Government of Gujarat along with Entrepreneurship development institute to recognize the startups in state as part of Vibrant Gujarat Start-up Summit 2016.
- Winner of the Next Big Idea contest organized in Ontario, Canada by the BSE Institute Limited (BIL) and Ryerson University, with the support of the Ontario International Marketing Centre, (Government of Ontario).
- Handled 37+ International deals from various stages to final negotiation & agreement stage- International Technology Transfer & Licensing arrangements for Technologies from various sectors.
- Managed the team which evaluated over 1500 patents (National & International) to screen 130 patents/ technologies for commercialization for a project Promoting Innovative Clusters (PIC), funded by Department of Science and Technology (DST), Government of India.
- Directed over 230 Multiple Business feasibility, market positioning & commercial launch projects for various startups, SME, MNC's, Fortune 500, Procurement Agencies and Group Purchasing Organizations.
- Lead various organizations to establish international alliances & subsidiaries across USA, India, Canada, Israel, China, Vietnam, Philippines, Taiwan & Australia.
- Established a network of over 130+ Hospitals/ institutes for conducting Healthcare Research.
- Recipient of Department of Biotechnology, Government of India Fellowship
- Recipient of Loyola University of Chicago Jesuit Community Research Fellowship and a Gold Medal for the Undergraduate Research Training at Xavier's Research Foundation.



STUTI JALAN SUREKA

Founder
Crosshairs Communication



NEW DELHI

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Website:
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A first-generation woman entrepreneur and a transformational force in the PR and Communications industry

Crosshairs Communication is a result-oriented, top tier agency specializing in public relations, communications, brand strategy, event management, social media and more. The growing team of savvy publicists, designers, strategists, conversation-starters and storytellers are trained well with experience and education to respond to the ever-changing dynamics in the industry.

Founded by Stuti Jalan Surekha, the strength of the company lies in the ability to constantly reinvent standard PR practices and develop unique, integrated messages for clients that maintain brand authenticity - ensuring strategic and focused media coverage. Crosshairs is counted and trusted as one of the very few agencies that handle lifestyle and corporate PR and SM mandate giving 360-degree approach for a brand.

ACHIEVEMENTS:

An award-winning entrepreneur, young achiever Stuti Jalan founded Crosshairs Communication in 2003 when she was 23 years old with no capital. The company has grown to become one of India's niche and upcoming public relations, strategic communications, and social media companies. A first-generation woman entrepreneur, from being a transformational force in the PR and Communications industry and breaking barriers of a traditional mindset, Stuti has come a long way in establishing her firm as an industry leader, a house of talents driven by passion, innovation, perseverance and positivity. Stuti is passionate about women empowerment and leadership and is on the advisory board of Dell Women Entrepreneur Network globally and co presented with Ms Elizabeth Gore –



Resident Entrepreneur United Nations on the theme "Pay it Forward" – impacting the lives of girls". She has mentored young students in "I have a dream" program of American Centre and have spoken in Japan and at Road to GES (Global Entrepreneurship Summit) Role of Entrepreneurship in Women Empowerment. She curated TedxJanpath in association with the American Centre. She was invited to be the co-chair at the fundraiser event by Ripple Effects (impacting lives women on climatic change) which had the patronage of US Embassy. Featured extensively in various print, newspapers and electronic channels – rediff.com, Idiva.com, indiainfoline.com, Fastcompany.com, etc. Guest faculty in leading communication institutes in the

CHALLENGES:

There is a very limited understanding of PR in the Indian market. Other fraternities like advertising and marketing gets acknowledged. For instance, there is a very large market of SME's, women entrepreneurs, young and fresh brands which have really good stories to tell but do not know how to get it done. Brands /clients do not have budget allocations for PR as they do not see ROI. They understand the need for PR with the ever-changing landscape there is a lack of understanding in knowing that PR is not something which is ROI driven. It is a brand-building exercise which needs to be inculcated at a visionary level, from the beginning of setting up a brand or company. Getting presence in media does not assure you sales or quick churn outs. Home grown talent is lacking. More women entrepreneurship led programs by govt. in the Indian space will help.

FUTURE PLAN:

- Having an international presence by collaborating with an international agency.
- There will be disruption in communications industry, and there is increasing need to be prepared for artificial intelligence (AI).
- More integration is required with social media with the rise of social influencers particularly instagramers.
- Digital storytelling and content will be a prime focus for brand building.

BUSINESS DETAILS

- Business segment: Services
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: None
- Percentage of shareholding; 100%
- Years in business: 2003
- Number of people employed: 30-40



- Important clients: Kiehls, Crocs, India Today Conclave, Smaaash. Kidzania, My FM, Cornitos nachos, Jaypee Hotels, Delta corp, Obeetee Carpets etc.
- Are you exporting: NO

AWARDS & RECOGNITIONS:

- Nominated by US Embassy for the prestigious Fortune Most Powerful Women Mentoring Program held in the USA this connects Fortune's Most Powerful Women in the United States, with emerging women leaders around the world.
- Invited for FORTUNE Most Powerful Women Summit in USA. The premiere summit — was by invitation only.
- Shortlisted for Yale World Fellows at Yale University
- Award for the Best Young Women Entrepreneur
- Top 100 Influential Game Changers List
- Winner of silver award for Best use of PR by a corporate - India Today
- Woman of Excellence award by Women Economic Forum.
- Speaker in Tedx in Tokyo, spoken at Pecha Kucha on Entrepreneurship & Sustainable Development powered by American Embassy in India. She has also been invited for the Global Indian Business Meet in New York and was part of a panel discussion
- Femina a leading magazine in India most recently featured her in the Power Issue: "India's 35 most influential women all 35 or younger and has been featured in many other media like "India Today "on Emerging Woman leader.



SUDHA NALLAPARAJU

Co- Founder & Director
Haritha Herbals



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Promoting health and wellness products that are curated from ancient knowledge base, bringing back old healthy foods and herbal medicine in an enriched way that can be easily incorporated into daily lives

Haritha Herbals promotes health and wellness products that are curated from ancient knowledge base. In an attempt to regain the ancient, healthy living ways and make them accessible to people, Sudha Nallaparaju founded Haritha Herbals to bring back old healthy foods and herbal medicine in an enriched way that can be easily incorporated into daily life.

With a holistic range of natural foods and herbal products that can enhance and maintain health in a way that is wholesome and sustainable, the company is the manufacturing and testing unit for all its upcoming brands, constituting a range of Natural food products, Herbal Medicine and Nutraceuticals.

The objective is to be the most Reliable and Trustable Company for the customers, delivering value through natural and healthy products, manufactured using best quality materials in a world-class facility.

ACHIEVEMENTS:

Transition from an IT background to starting a new venture was a drastic change in Sudha's career direction. While the Post-Graduation program from the Indian School of Business helped her in understanding business nuances, the support she received from family helped her to take her company forward and establish it as a known brand in the health and wellness industry. Her passion to be an Entrepreneur and the strong belief in my idea were the driving force during challenging times.



CHALLENGES:

The past 2 years, since the time Sudha started developing products in gluten-free and RTC segment, the challenges faced were mainly on:

- Procuring the right material
- Processing and shelf-life
- Creating awareness among consumers on the Health aspect of products

FUTURE PLAN:

- Be a Pioneer in Food and Nutraceutical products that focus on age- old knowledge of local ingredients/methods and bring a holistic lifestyle that fosters Health & Wellbeing to all.
- Employ & Empower women staff at all levels of production facility.

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder? Yes
- No of partners: 1
- Percentage of shareholding: 100%
- Years in business: 2 Years
- Number of people employed: 5 - 10
- Important clients: Arogya Rahasya (Health Store)
- Are you exporting? : No



SUJITHA CHITYALA

Founder
Rainbow Precast Products



SANGAREDDY, TELANGANA

Email: sujitha@rainbowprecast.com;
srishtiprecast@gmail.com

Website: www.rainbowprecast.com

Leading manufacturers of precast concrete products and leads in innovation, offering a variety of products for above ground and underground construction

Founded by Sujitha Chityala, Rainbow Precast Products is one of the leading manufacturers of precast concrete products and leads the innovation in Telangana. This industry offers an almost endless variety of products for above ground and underground construction. Steel Fiber Reinforced Concrete (SFRC) Precast Products have become an important factor for the Modern infrastructures. The Unit is engaged in the production and supply of superior quality Manhole Covers and Frames in the Market. Precast concrete can contribute to sustainable design in many ways. It is versatile and durable, produced under stringent quality control measures in a factory by highly trained personnel, with virtually no wastage. The precast panels can be quickly erected on the job site with minimal disruption to the site and precast thermal mass can save energy and increase comfort.

ACHIEVEMENTS:

Rainbow Precast Products has developed customized products as per site conditions and Client's requirements. The company has given opportunity to many students in the field of Civil Engineering who contribute towards R&D of new products, which is the company's strength. It is the approved vendor for many CPWD Projects like NSG, NIT Warangal and other government projects and has played a key role and was instrumental in increasing the turnover of the company by three times.



CHALLENGES:

Having worked in the field of Software as professional and getting into the field as entrepreneur was a tough job for Sujitha Chityala. With limited resources to start in the field initially, venturing into this industry was challenging. The quality is compromised by other industries and the rate of the product is a big challenge. Though, women have proved their mettle, but their presence in manufacturing sector seems to be negligent or on decline. Indian manufacturing sector predominantly employs majority of the males. "Manufacturing" is assumed synonym to "More Physical work" which is a normal psyche of the society. Hence it is assumed women can't do as much of physical work, which the men do in our society. Hence employment of women in the industry is a challenge.

FUTURE PLAN:

To set up an industry at FLO Industrial Park, Sultanpur and develop new products in the emerging precast technology catering to the needs of Construction of Buildings, Roads, Flyovers, Bridges, Irrigation Projects, Railways, Water & Sewerage Projects, Oil & Gas Pipeline Projects and Electrical Projects.

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 60 %
- Years in business: 10 years
- Number of people employed: 30
- Important clients: HMWS&SB, Hyderabad Metro Rail Limited, HITEX, NSG, Hyderabad Race Club, My Home Group, Amara Raja, NCC, KMV Projects, etc.
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Rainbow Precast Products have been approved by Bureau of Indian Standards (BIS).



DR. SUMAN SARDA

Founder
Suman Hospital



LUDHIANA, PUNJAB

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Website: www.sumanhospital.org

A leading Consultant of Obstetrics and Gynaecology, who founded Suman Hospital offering world-class health care services and treatments

Dr Suman Sarma is the founder of Suman Hospital. She is a leading Consultant of Obstetrics and Gynaecology, in Ludhiana for the last 50 years. Having completed her medical training from Amritsar Medical College, she pioneered in establishing safe Obstetrics and Gynaecology services in the city starting in 1967.

It all started with her working as a consultant in Krishna charitable hospital with meagre resources and then she built a small nursing home below her residence in model town Ludhiana which was ten bedded facility with a small operation theatre. Her hard work and personal charm as a doctor won her wide acclaim through Ludhiana and cities around it. Gradually the nursing home expanded into the 40 bedded. Suman Hospital with multi-specialty as it stands today.

At a time where medicines, medical equipment and medical facilities were limited and not well advanced, she established one of the safest practices, which patients could trust. She believes in best medical and ethical care, for all.

ACHIEVEMENTS:

Dr. Suman Sarma has been an all-round achiever in terms of professional and personal life. After finishing her medical school as gold medalist. She had to take to work and give up her dream of further studies. To support her husband's education and provide financial aid to the joint family. Her struggle as a doctor began with her visiting her patients and doing deliveries at their homes. Alongside she had to work in Krishna Charitable hospital to get necessary experience and exposure to



different kinds of medical challenges. In spite of these challenges and financial difficulties she never compromised on ethical practice and in fact from day one had been giving free consultation to the underprivileged.

CHALLENGES:

Dr Suman came from an humble background but through her intelligence and hard work finished her studies as a gold medalist. Lack of finances put her in a difficult struggle to make her mark as a renowned Gynecologist. On the personal front she had a joint family to take care of and providing the family meant so much to her that she could never enjoy post-natal care after giving birth to her daughters and would resume work within days of it. This hard work, responsibility and stress took its toll upon her health and she had to undergo various major surgeries herself including the most dreaded cancer. But none of it could mitigate her inner strength and buoyant spirit and she came through it all with her famous beatific smile.

FUTURE PLAN:

Dr. Suman will turn 80 this year. But her dedication to her profession is such that she still visits her hospital every day and actively oversees its management. She and her family plan to run the hospital on the same ethical principles and philanthropic approach which she has cherished and followed all her life. She wants her hospital to have all the latest facilities and equipments to provide state of the art care to its patients.

BUSINESS DETAILS:

- Business segment: Services
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: 5
- Percentage of shareholding: 60%
- Years in business: 35 yrs
- Number of people employed: 50(+) Adhoc 45

AWARDS & RECOGNITIONS:

- LIFE TIME ACHIEVEMENT AWARD FROM Ludhiana Obstetrics Gynaecology society
- IMA Award for women on Women day.
- Awarded by Noble foundation An NGO for serving under privileged children and free medical camps.
- Award by Fortis hospital care for care givers.



SUNITA MOHANTY

Director & Founder of
SMA e-Experts Private



BHUBANESHWAR, ODISHA

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sunita@smaodisha.com

Website: www.smaindia.co.in

First woman Company Secretary from Odisha to be practicing and founder of a leading Risk Management Company with a vision to attain global leadership in the field of Investigation and Field Verification

SMA e-EXPERTS PVT LTD is one of the leading companies since 2005, in the state of Odisha having branches throughout East India. It is a diversified company providing various services like Corporate Consultancy, Employees Background Checks, Field Investigation, Risk Consultancy, Due Diligence, Stock Audit, Digital Signature Certificate, e-Tendering, Annual Maintenance of Computers, Authorized Tax Information Network, Credit Rating consultancy, Educational Institution, Portfolio Management. The company is committed to creating an ambience for nurturing innovation, creativity and excellence for the customer and clients.

Founder Sunita Mohanty is the 1st woman Company Secretary from Odisha to be practicing. Currently being referred as one of the finest and leading Company Secretaries in the country and a successful women entrepreneur, she holds the position of director and Founder of SMA e-Experts Private Limited, 3rd Eye Screening and Consulting Private Limited, Credence Re-defined Services Private Limited, Ultimate Markdown Services Pvt and Wellness Redefined Services private Limited.

ACHIEVEMENTS:

- Ventures of Mrs. Mohanty have successfully created employment opportunity for over 1500 people across India among which 60% of the employees are women. SMA e-Experts Private Limited turns out to be the first online Eastern Indian Company having its PAN India presence for more than 10 years.



- 1ST Women President in the state of BNI.
- Core Member of ICC.
- EC Member of YI.
- 1ST person from Odisha to be chairperson of Eastern Region of Institute of company Secretaries of India.
- Up till now the 2nd lady in eastern India to hold the position of chairperson of Institute of company secretaries of India.
- Founding member of we collective, a group of 100 urban women to make a difference in the state of Odisha.

CHALLENGES:

- Raising requisite capital.
- Access to equal opportunity

FUTURE PLAN:

- To expand facilities
- To enhance value-added services
- Further creating an ambience for nurturing innovation, creativity and excellence for the customer and clients.

BUSINESS DETAILS

- Business Segment: Services
- Registered with MSME: Yes
- Are you the founder: yes
- No of Directors: 3
- Percentage of shareholding: 50 %
- Years in business: 15yrs
- Number of people employed: 1000+
- Important clients: All private and public sector banks, NBFC, and insurance companies
- Are you exporting: No



AWARDS & RECOGNITIONS:

- Woman of substance 2019 (Business and entrepreneurship) by ARYABHATT TRUST.
- Nominated among the top 56 women for WebWonderWomen – Business for the year 2019.
- Honored and felicitated by “Anmol Kanya” on the occasion of Women’s Day, 2018.
- Her venture “JustVerified” felicitated with NASCOM East IT Awards 2017 as well as most Emerging Company in the year 2017.
- Her Company “JustVerified” was awarded as Fastest growing Indian Startup of the year 2017 by Indian Economic Development and Research Association.
- “JustVerified” under her efficient leadership got entitled as Startup of the year 2016-2017 by CEO Magazine.
- Corporate Odisha Awards-2013 for her leadership and entrepreneurship value towards Odisha’s Corporate Arena.
- Best Woman Entrepreneur Award 2019 by Asha Pradeep.



SUSHMI NAYAK KANUNGO

Proprietor
Sushmi Nayak



CUTTACK, ODISHA

Email:
panaacheinfrastructures@gmail.com

With a demonstrated history of working in the construction industry, she is the only woman entrepreneur in Odisha who runs a Hot Mix Plant

Aspiring to make it large in life and start with something unusual, Sushmi Nayak Kanungo stepped into the field of manufacturing and trading of bitumen at the age of 30. Today, she is a proud and successful owner of a Hot Mix Plant.

Experienced Managing Director with a demonstrated history of working in the construction industry, she is now heading the organization in her own name, dealing in processing of black topping used in road construction.

She is the only woman entrepreneur in the State to enter into this field. Sushmi runs a Hot Mix Plant, which is the production unit for bitumen to be processed with various measurements of chips and metals which is further brought to use in the construction of roads and bridges.

Bearing a contractor's license herself, she executes the work directly under various government departments and also supply and execute the work for other civil contractors in the State of Odisha. Under her leadership, the firm has grown to an extent to generate a turnover of 4 crore in the span of 2 years.

ACHIEVEMENTS

- Executed major internal road works during the Hockey Men's World Cup under the Government of Orissa PWD department for the year 2018-19.



- She was awarded to repair and maintain the road from Acharya Vihar Chowk to NALCO Chowk via Sainik School during the recent visit of the honourable President of India for the Celebration of the Platinum Jubilee of Utkal University.
- Under the rural development department (Govt. of Orissa), Sushmi has executed various maintenance works in the districts of Cuttack, Khorda and Puri.
- Executed road works in premiere institutions like internal roads of Sainik School, Internal roads of East Coast Railway colony, internal roads of Institute of Engineers etc.
- Executed major public road works from NH-16 to Naharkanta (left-side embankment of river Kuakhai)

CHALLENGES

It was not an easy task to create a mark in the male dominated industry. Sushmi had her share of struggle to build trust and credibility amongst workers and clients that she can lead the business and ensure timely and quality delivery of projects.

FUTURE PLANS

Plans to expand and open the Hot Mix Plant set up in different parts of the State, to ensure the good quality standards in civil construction.

BUSINESS SEGMENT

- Registered with MSME: Odisha Public Works Department
- Are you the founder: Yes
- No of partners: Nil
- Percentage of shareholding: 100%
- Years in business: 2 years
- Number of people employed: 20
- Important clients: Government Of Odisha and Private Civil Contractors
- Are you exporting: No



TANVI LOOND

Founder & CEO

Insta C.A.



NEW DELHI

Email: tanvi@instaca.in

Website: www.instaca.in

A tax and accounting compliance platform for SMEs and start-ups, offering tailor made finance solutions and providing the expertise of accountants with the efficiency of modern technology

Tanvi Loond is the founder of Insta C.A., a tax and accounting compliance platform for SMEs and start-ups which makes the accounting function efficient, transparent and affordable. The company provides the expertise of accountants with the efficiency of Modern technology.

With over 40 years of experience, the team of expert Accountants have developed extensive knowledge in all tax and accounting related matters. Insta C.A offers tailor made solutions for professionals, entrepreneurs, non-resident Indians, salaried employees and small businesses.

The company adds value by eliminating the hassle of unnecessary paperwork and simplifying complicated and ever-changing tax laws for clients. In today's fast-paced world where time is of the essence, their objective is to provide a one stop Accountant firm for e-filing income tax, GST and TDS returns, maintaining books of accounts, incorporating companies, providing investment and DTAA advisory all from the comfort of your own home.

ACHIEVEMENTS:

Insta C.A. has been invited to write a regular column for SMEs in India's leading journal, ET Rise by The Economic Times and The Financial Express. This has enabled the company to reach millions of readers as a special guest columnist.



CHALLENGES:

The biggest challenge is the perception of people towards a solo woman founder. Tanvi has had meetings with potential investors who believe in the quality of business but advised her to “get a male co-founder on board as women tend to get distracted once they have a family”.

Despite the fact that more than half of the educated population is female, according to globally published reports, women received less than 3% of venture capital funding and hold 10% of senior leadership roles. Women founders have to work twice as hard as their male contemporaries due to this gender bias.

FUTURE PLAN:

- API integrations with other solutions to expand our database and enhance user experience
- Expansion of team (tech, growth)
- Launch of SaaS offering “Insta C.A. Smart Financials”, an intuitive tool for cash management and forecasting, which uses Artificial Intelligence to help start-up founders, business owners and accounting professionals

BUSINESS DETAILS

- Business segment (Services/ Manufacturing/Trading): Services
- Registered with MSME: Not yet
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 95% held by Tanvi Loond
- Years in business: completing 2 years in March 2020
- Number of people employed: 6
- Important clients: 100+ clients across India which includes MSMEs and Startups
- Are you exporting: Not yet

AWARDS & RECOGNITIONS:

- Shortlisted for “Regtech Startup of the Year Award” category by the India Fintech Awards 2019
- Shortlisted in the top 50 startups globally by the Westerwelle Young Founders Programme, Berlin. Results awaited.
- Insta C.A. has been onboarded as an official resource partner by Start-up India, Indian Government's flagship program to foster the start-up ecosystem in India
- Featured in YourStory, a leading media company which covers start-ups and success stories of women entrepreneurs / leaders.



UMA RAJAN

Co-Founder
Autoplant



MUMBAI, MAHARASHTRA

Email: uma@autoplant.in,
uma.rajan936@gmail.com
Website: www.autoplant.in

*Redefining supply chain with
technology driven IoT solutions and
simplifying supply chain complexities
with technologies.*

Established in 2012, Autoplant is a privately held company founded by Uma Rajan, Suresh Sachdev, Hiten Varia and Venky Nayar, who have a proven track record of developing technology-based products with deep domain experience in supply chain management solutions for global markets.

Autoplant is an IoT enabler for a Digital Supply chain. Its focus is on simplifying supply chain complexities with technologies and technologies such as IoT, machine learning, artificial intelligence, analytics, and mobile workstations.

The full suite of supply chain solutions empowers logistics and supply chain functions by providing data, converting it to information and provide actionable business intelligence which can be deployed in an on-premise, SaaS or hybrid environment. The Service-oriented architecture enables scaling to organizations of any size.

Autoplant has been growing with 60% CAGR in the last 3 yrs. The company has a client- based of over 70 top tier corporates across a broad spectrum of industries including Cement, FMCG, Metals, Cold Chain, Oil & Chemicals and many more. The company has 300+ employees with headquarters in Navi Mumbai and regional offices in Gurgaon, Bengaluru and Kolkata.

ACHIEVEMENTS:

Uma started her own company with two partners, called Autoplant System India. The company is in the IoT Space of smart and intelligent logistics using AI and machine learning.



Recently, Uma Rajan has won the 'Emerging Women Entrepreneur' of Coimbatore 2019 for her several contributions towards the society. Along with these accolades, she was appointed as a Best Chairperson in 1999-2000 for Round Table India and Ladies Circle India. She also had won "Above & Beyond" award for confounding and starting

Furthermore, she has played a key role in setting up of Aidmatrix Foundation Inc., a U.S. based non-profit organization. Aidmatrix used the world renowned i2 Technology software for the delivery of world-wide aid. This was the first time a non-profit organization in the early 2000's was using supply chain software to empower and deliver relief across the world.

CHALLENGES:

With very little capital, other than a small office and two partners with sharp intelligence Uma launched the company in a male-dominated space of, 'Transportation & Logistics', to work alongside huge corporations like the Aditya Birla group, Vedanta, Coco Coal, Castrol, Jindal Steel & Power, Asian Paints, etc and India's Trucking and Logistics community in India which was one of the most daunting tasks.

It was the first time in India and perhaps the world at that time, that the company was going to deploy Digitization and Technology to drive efficiencies for Corporates, giving huge benefits to the trucking and logistics community which led miserable and sometimes health wise dangerous life on the roads. To convince them that the technology would help hugely help the carbon footprint and environment was almost impossible!

Amongst the other challenges, the major challenge she faced is in raising funds. There is a dearth of women investors in India. Mostly all senior investment teams at top venture capital firms are male and thus it invites bias. There is a disparity most notably observed through differences in the capital-raising experiences of male founders versus female founders.

Due to the dynamic nature of the industry and the amount of time, one has to put-in at odd hours, the logistics space has always been a male-dominated industry. It takes more than sheer determination for a woman to strive in an environment dominated by men. As she was determined to achieve what she had dreamt of, nothing could hold her back and the journey continues relentlessly. Autoplant is now poised to move aggressively to go global until she has promised herself that she would.

FUTURE PLAN:

Autoplant System aim to become a leader in the IoT Smart transportation and logistics space in India & Globally with End-to-end supply chain platform with predictive and prescriptive analytical capabilities to help the supply chain leaders in decision making with the use of Artificial Intelligence & Machine Learning based reporting. Three important future plans are:

- Innovation to benefit bottom of the pyramid - Drivers
- Deploying technology to reduce carbon footprints
- Fostering a female-friendly logistics tech culture



BUSINESS DETAILS

- Business segment : Service Industry (IT)
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 4
- Percentage of shareholding:
- Years in business: 2012
- Number of people employed: 300
- Important clients: Jindal Steel & Power, Vedanta, Coca Cola, Castrol, Asian Paints, Sterlite, Balco, JSW, Creambell, Akzo Nobel, Ultratech, Vicat Group, and many more
- Are you exporting: No

AWARDS & RECOGNITIONS

- Winner of Emerging Women Entrepreneurs of Coimbatore 2019
- Winner of Best Chairperson in 1999-2000 for Round Table India and Ladies Circle India
- Winner of "Above & Beyond" award for I2 Technologies, USA
- Mentioned in Gartner's Market Guide for Transportation Mobility" 2019
- Mentioned in Gartner's Supply Chain Operational Visibility Vendor Guide, 2019
- Listed as Cool Vendor in IoT Services, 2018 by Gartner
- Listed as Cool Vendor for Artificial Intelligence in Asia, 2018 by Gartner
- Mentioned in Gartner's Market guide for real time visibility providers
- Awarded at 8th Edition Manufacturing Supply Chain in Supply Chain Technology/Solution Implementation category



VAISHALI BIYANI

Founder
De'Dzines



KANPUR, UTTAR PRADESH

Email: vaishali@dedzines.com

Website: www.dedzines.com

An entirely unique and zero waste line of furniture and décor items, operating on a zero-waste belief with the aim of either recycling or giving a fresh life to products that would otherwise be considered as waste beyond their shelf life.

De'Dzines is a very unique and one of its kind start-ups, operating on a zero-waste belief with the aim of either recycling or giving a fresh life to products, that would otherwise be considered as waste beyond their shelf life.

Where most people see tires as waste and an environmental hazard, Vaishali Biyani, Founder of De'Dzines saw an exciting opportunity to fabricate an entirely unique and zero waste line of furniture and décor items. She came up with the novel idea of reusing scrap waste tyres into something exciting by turning them into an exquisite range of furniture and décor items. Having worked in this area, and with running the company for nearly 13 years, she is a very experienced hand with her journey being full of satisfying and inspiring moments.

The operations starts from finding waste tyres in small by lanes of Kanpur city to designing the furniture with the help and consultation of local tyre makers. The products have already been well received by a diversity of buyers- from police officers, to factory owners to ordinary households of satisfying and inspiring moments.

ACHIEVEMENTS:

Vaishali Biyani emulates the true spirit of what it means to be an 'entrepreneur'. From city of Kanpur, she has started something remarkable, by turning what others would call waste into a flourishing line of furniture and a successful, out of the box thinking.

She has been felicitated by eminent personalities such as the Honorable Prime Minister, Mr. Narendra Modi, the Chief Minister of U.P, Yogi Adityanath and received grants at various levels to continue their inspirational journey.



CHALLENGES:

- GST is 18% on recycled products; no rebate; GST should not be more than 5% on recycled products
- Purchase of waste tyres is expensive
- GEM portal doesn't have sustainable / recycled products category; special preference should be given to the products which are saving trees and saving environment.
- The purchase of such furniture should be made compulsory in every government department.

FUTURE PLAN:

- Looking forward to tie up with brands like IKEA.
- Planning soon to launch products globally via online medium - Online ecommerce and amazon.com
- To tie up with all the interiors and architects who work on sustainable products across India
- Opening an offline store in Kanpur

BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 1
- Percentage of shareholding: 100
- Years in business: 2
- Number of people employed: 6
- Important clients: GRP Ltd, Stylam Industries, Raghav Productivity Enhancers Ltd, Suresh Rathi pvt Ltd, Amazon retail buyers, DSOI Kanpur Cantt
- Are you exporting: No

AWARDS & RECOGNITIONS:

- GESA TIE – UP Startup of the year
- Appreciated by PM Shri Narendra Modi
- awarded by CM Shri Yogi Adityanath
- Won award for Kanpur Smart City Ltd
- appreciated by Airforce Kanpur Cantt
- Bureau of Police & Research, New Delhi approved products
- NISA Hyderabad appreciated & approved
- Invited by IKEA furniture.



VANDANA S. BOGGARAM

Founder Director
Sarathi International Inc



BANGALORE, KARNATAKA

Email: vandanaboggaram@gmail.com

Website: www.sarathi.com

A manufacturer and exporter of premier quality incense sticks, cones, burners and fragrance oils from India.

Vandana Boggaram is the Director of Sarathi International Inc - a world class export house for Incense. A 74-year-old company exporting to around 45 countries, winner of 15 national and state awards, Sarathi enjoys the #1 Brand status for Incense in more than 12 countries across the world.

All the Agarbathi brands launched by the group have become synonymous with class and perfection. This reputation is earned through decades of hard work and the Sarathi Group's dedication to business ethics.

A dynamic and an empowering creative head, Vandana Boggaram is a qualified Perfumer. While she develops unique fragrances, she also manages a large segment of women workforce involved in manufacturing of incense.

One of the first brands of Incense sticks to be exported, the brand is widely regarded as the gold standard in agarbathi quality, with exports ranging from Africa to Europe and USA to Japan.

ACHIEVEMENTS:

Other than Bollywood, Tollywood, Sandalwood actors & members of parliament using our Agarbathies, a real sense of achievement is realized when a group of people from a remote village in Africa name their street after the Sarathi brand and a client in Nigeria names his child after the product.



It is also an achievement when not just one worker, but all four generations of her family join the workforce.

CHALLENGES:

Government policies are affecting the raw material supplies and recent ban on imported raw materials are affecting the production. The constant increase in cost of labor costs are putting pressures on the profit margins. Also, there is a huge shortage of skilled labor.

Sarathi is also spearheading the process of developing and implementing standards for the manufacture of Agarbathies for the whole industry in India and overseas, which is challenging.

FUTURE PLAN:

- To rejuvenate and renew the usage of agarbathies among young Indian customers.
- To develop and market super premium products.
- To expand exports to more challenging and difficult regions of the world.
- The best watches are Swiss made. The best cars are German Made, the best Agarbathies are in fact Indian made. Sarathi dream is to make Indian Agarbathies globally valued and cherished.

BUSINESS DETAILS

- Business segment: Manufacturing of Agarbathies
- Registered with MSME: Yes
- Are you the founder: No
- No of partners: 5
- Percentage of shareholding: 10%
- Years in business: 19 years
- Number of people employed: 350
- Important clients: ITC, TESCO, SOGO, Woolworths (Australia), Lulu (UAE)
- Are you exporting: Yes

AWARDS & RECOGNITIONS

- Won 15 State and national awards for export performance



VANDANA MISRA

Founder
Prayyas Social and Educational Society



KANPUR, UTTAR PRADESH

Email: vandy66@gmail.com

A social entrepreneur imparting training in the field of art and crafts with the objective to provide skill, enhance capabilities and provide employment opportunities.



Vandana Misra is the Founder of Prayyas Social and Educational Society that works on learn and earn concept, manufacturing and imparting training in the field of art and crafts. The objective is to provide skill, enhance capabilities and provide employment opportunities.

Kraftgiri is a brand name and manufacturing unit of the NGO. It aims to promote unique, varied handmade products of wood, jute, bamboo, clay, leather cloth, artistic wall pieces and many more eco-friendly exclusive decorative and utility items. The NGO supports grassroots artisan who are not in a position to market their product, by providing them financial assistance and marketing platform. Currently, there are 12 such artisans associated with the NGO and 15 women are being trained under Kraftgiri.

ACHIEVEMENTS:

Prayyas Social and Educational Society is promoting these handcrafted items and thus supporting livelihood of many grassroots artisans. The products manufactured by the artisans under the brand Kraftgiri are exhibited through 6 outlets and crafts mela and other exhibitions. The products are very exclusive and of good quality and is widely accepted by customers.

In an endeavor to give it back to the society, the NGO gives scholarship to underprivileged students and financial aid to senior citizens.



CHALLENGES

- Finding out underprivileged woman those having artistic aptitude and a keen learner.
- Availability of raw material.
- Availability of Finances.
- Competition with Chinese goods in terms of price.

FUTURE PLAN

- To give employment to max underprivileged woman .so they can earn their livelihood.
- To start a training institute to impart training to girls so they can learn the skill through Learn and Earn Concept

BUSINESS DETAILS:

- Business Segment: Manufacturing
- Registered with MSME: Yes
- Are You the Founder: Yes
- No of Partners: Nil
- Percentage of Shareholding: 100%
- Years of Business: 06 Years
- Number of People Employed: 15 Women And 12 Artisans
- Important Clients: Mrs. Rita Joshi (During Ficci Flo Mela At Awadh Shilpgram Lucknow), Shehnaz Hussian, Anuradha Pudwal, Raza Murad, Dir Aiims, Chairman Aft, Md Surajkund Mela Raja Ayodhya Etc
- Are You Exporting: No

AWARDS & RECOGNITIONS:

- Facilitation by Lavanya Club Kanpur In Year 2018
- Outstanding Work to Skill Woman in Sustainable Livelihood



VIJAY KAPOOR

Founder Director
Kays Jewels



KANPUR, UTTAR PRADESH

Email: info@kaysjewels.in

Website: www.kaysjewels.in

A story of timeless elegance transformed into traditional and modern pieces of jewellery that started as a small partnership firm and now a well-known jewellery brand exporting to several countries.

Established in 1979, Kays Jewels became a leading manufacturing, export and retail unit. Kays has become a name synonymous with excellence and trust under the exemplary leadership of the Founder, Vijay Kapoor.

Kays Jewel's design DNA comprises of innate elegance which is timeless and ultra-feminine. A fine amalgamation of elegance and opulence, Kays Jewels leaves no stone unturned while crafting every woman's dream masterpiece. Their designs are having a regal undertone but in a very contemporary, chic avatar. Equipped with a regal palette which captures the aura, a Kays masterpiece is definitely every woman's dream come true.

The company initially started exports to the Gulf countries and later branched out to UK, USA, Caribbean Islands and Spain, catering to the markets desiring excellent quality control. With the mounting demand, Kays started its own manufacturing operations at Noida, by establishing a jewellery casting unit in the year 1996 at Noida.

In the year 2003, with the rapidly growing Indian economy and the need to have our brand presence in the local market Kays Jewels established in 2003 its first retail outlet. With their unquestionable integrity, excellent Quality Control & the blend of tradition & modern design of jewellery there has been an unprecedented growth in the company with every passing year.

ACHIEVEMENTS:

- First Jewellery Store to set up trend of selling of hallmarked jewellery in the "B" Towns like Kanpur & also creating an awareness about it in the surrounding areas.



- Creating a brand at local & national level within a period of 15 Years.
- Invited to participate in JCK at Las Vegas for multiple years as a part of India Pavilion through the opportunity given by GJEPC (Gem & Jewellery Export Promotion Council)
- To Become Retail Partners of De Beers with marketing of Forevermore Diamonds.
- In Early 80's, Kays participated in Business Delegations sent to various Gulf countries by Government of India

CHALLENGES:

- At National Level, the Competition faced through the opening of the stores by the National & International Players in the Jewellery Industry.
- The Competition given by New Entrants in the Market at local level
- Economic Slow Down Post Demonetization Era
- Sudden rise in prices of gold and silver has changed the buying patterns of consumers in the last year
- As an exporter the non-availability of skilled labour and the finance cost has been the major challenge faced by the Company
- To divert the new generation to purchase jewellery over other products such as cars, mobiles etc.

FUTURE PLAN:

- Expansion of Business through opening of the Second Retail Store in Kanpur which is to be commissioned by October, 2020
- Exploring new markets for expansion of Export Business in different Countries
- Opening of more retail stores in nearby cities.
- Spreading awareness among the people regarding natural & man-made diamonds at Kanpur & other nearby areas.

BUSINESS DETAILS

- Business segment : Manufacturing & Trading
- Registered with MSME : Yes
- Are you the founder : Yes
- No of Director : Six
- Percentage of shareholding : 73.02%
- Years in business : 1979
- Number of people employed : 150
- Important clients : EWTI INC. USA, BHA JEWELRY LLC. USA
KAY'S FINE JEWELRY, ST. MAARTEN.
- Are you exporting : Yes



AWARDS & RECOGNITIONS

- Kays was awarded 1st Prize for Exports of Gems & Jewellery for Exporter Award 2008-09 by the Uttar Pradesh Government.
- Indian Exporters Excellence Awards Granted by D&B-ECGC in the year 2008, bagging the Second Runners Up position in the Gem & Jewellery Sector.
- Awarded by Gem & Jewellery Export Promotion Council, standing second all over India in outstanding Export Performance of Studded gold Jewellery during 2001-2002.
- The biggest achievement that Kays can boast of is the "Rajiv Gandhi National Quality Award" given to Kays for Excellence, making Kays the only jewellery company in India to receive this award in the Gems & Jewellery category in 2011. This award is akin to "Malcom Baldrige
- National Quality award of USA" and "Deming Prize of Japan and European quality awards".
- Kays was awarded with the "Retail Jeweller India Awards" in 2011, 2014 & 2015.
- Kays was awarded the IJ "Jewellers Choice Design Award" in 2011, 2012, 2013, 2015 & 2016, 2019.
- Kays was bestowed with the "National Jewellery Award" in 2013 by Gem & Jewellery Trade Federation now known as Gem & Jewellery Council
- Vijay Kapoor has been honoured with various awards in the Past during her journey as women entrepreneur: A few highlights of which are here under:
 - "Women Entrepreneur of The Year-2014" by Gem & Jewelry Export Promotion Council (Sponsored by Ministry of Commerce and Industry), award Presented by Shri Devendra Fadnavis the then Honourable Chief Minister of Maharashtra.
 - "National Award – 2014" for "Special National Award to Outstanding Women Entrepreneur" by Ministry of MSME, award Presented by Shri Kalraj Mishra in the presence of Honorable Shri Narendra Modi (Prime Minister of India)
 - Kays Jewels has been honoured with various Designing Awards under the Vision of Mrs Vijay Kapoor (Creative Head).
 - "Retail Jeweller India Awards" in 2011, 2014 & 2015.
 - "Jewellers Choice Design Award" in 2011, 2012, 2013, 2015, 2016 & 2019
 - "National Jewellery Award" in 2013 by Gem & Jewellery Trade Federation.
 - Her idea of participation in India International Jewellery week organised by GJEPC in Mumbai in the years 2011, 2012 and 2013 and in IIJW Delhi in 2013 has been a great platform to showcase their new designer collection and add glamour element to Kays Jewels.
 - National Award-2014 for "Special National Award to Outstanding Women Entrepreneur" by Ministry of MSME, award Presented by Shri Kalraj Mishra in the presence of Honorable Shri Narendra Modi (Prime Minister of India).
 - Women Entrepreneur of The Year-2014" by Gem & Jewelry Export Promotion Council (Sponsored by Ministry of Commerce and Industry), award Presented by Shri Devendra Fadnavis the then Honorable Chief Minister of Maharashtra.



VRINDA SINDHWANI

Founder
Funarty



AMRITSAR, PUNJAB

Email: sajdeh.vrinda@yahoo.com

The master party planner whose goal is to make the smallest occasions in her client's life happy and memorable ones

Vrinda Sindhwani is the founder and owner of Funarty, a retail store of party supplies and balloon bouquets. The company caters to events like birthday parties, dinner setups and for many another occasions. Vrinda has done a certified course by Qualatex, the preferred brand of balloon professionals worldwide. Qualatex offers the very best balloons in high quality latex and micro foil and bubble balloons. A fast-growing enterprise with a turnover of about 30 lakhs per annum, she started Funarty as a single woman and now with a team of 4 people, she is successfully creating her mark in the industry.

ACHIEVEMENTS:

Planning parties might sound fun, but it takes more than booking a caterer and DJ to make a living at it. She has been successfully organizing events across Punjab. The small team, led by her, specializes in bringing an element of surprise to the most elegant of events. This team is highly regarded as one of the top tastemakers in Punjab event.

There is no specific education or training required to become a party or event planner, but experience can go a long way in helping you know what to do and what to expect. She started Funarty with a modest beginning and now her turnover is 30 lakhs per annum.

Vrinda also has collaboration with a play school in Ludhiana called Play by Spring Blossoms.



CHALLENGES:

It has not been an easy journey for Vrinda. She has had her share of struggles, and there have been hurdles along the way. It is never easy for any 23-year woman to start her own business. Besides the usual complexities, it was not easy to change people's perspective on paying a premium price for balloons that are expensive because they are recyclable and the gas used to blow them is Helium, which has a limited supply in Punjab.

Choosing the right kind of gas was also difficult as helium is expensive but inflammable and not hazardous at all. But through marketing channels like social media and word of mouth Funarty has been able to change the perspective of people. People of Amritsar now understand why they are paying a premium price for it.

She believes that it is all about creating the right buzz. In the world of Instagram and Facebook, it is like a snowball effect before you know it, that one picture a client takes and posts on social media and it is soon the talk of the town. It is about creating a mega brand recognition. But social media having its downside, enables people to copy a lot of her work and creativity gets compromised.

FUTURE PLAN:

Vrinda has a strategic plan to take Funarty to a different level in coming years. She aims to get into bigger events and add variety. Events are an essential way to create social connections and touch points to influence others' lives. Her goal is to make the smallest occasions in her client's life happy and memorable ones.

Technology is a panacea in every sphere of life. It is a lifeline for all events these days. She intends to use technology further to add value to the events.

BUSINESS DETAILS

- Business segment: Services
- Registered with MSME: No
- Are you the founder: Yes
- No of partners: Sole Proprietorship
- Percentage of shareholding: NA
- Years in business: 1.5 Years
- Number of people employed: 2
- Important clients: All age groups
- Are you exporting: No
- Awards & recognitions, if any: NA



YESHODA KARUTURI & RHEA KARUTURI

Founder
Rose Bazaar



BANGALORE, KARNATAKA

Email: yeshoda@rosebazaar.in

Website: www.rosebazaar.in

A flower subscription start-up that provides services catering to localized needs of daily puja flowers.

Rose Bazaar is a puja flowers subscription service based in Bangalore and Pune. Yeshoda Karuturi and Rhea Karuturi are the Founders of Rose Bazaar who started the company with an aim to make flowers a way of life. Rose Bazaar provides flowers directly from their partner farms, ensuring that quality is maintained while middle men costs are cut down.

In India, flowers are not just for gifting, they're used for prayer by millions - like milk, it's an everyday commodity. Yet this need is serviced by an antiquated market. An experience that should be fulfilling, ends up filled with quality concerns and erratic deliveries. Rose Bazaar disrupts this through backward integration, a hyper-localized delivery fleet and technology, ensuring fresh flowers are just one click away.

They provide subscription boxes, especially during festivals and even weekly subscriptions for home décor and daily flower needs.

ACHIEVEMENTS:

Currently, Rose Bazaar is doing 10,000 deliveries per month, with 94% customer retention. It is the only large scale organised puja flowers delivery service that is available in multiple cities in India. Through our skills training workshops, Yeshoda Karuturi and Rhea Karuturi have trained more than 100 ladies in garland making and have provided employment opportunities to them.



Rose Bazaar was selected among the top 5 startups at ROAR 2019 within a month of its inception of operations in March 2019 and has seen exponential growth since then.

CHALLENGES:

Since flowers are a perishable product, ensuring that the shelf life is elongated and using the right packaging is the main challenge. However, it has been turned into a strength by the company.

Rose Bazaar has developed a unique packaging method which elongates the shelf life of the flowers by 5 times and by working directly with partner farms, they are able to ensure that only the freshest flowers at a competitive price reach the customers.

FUTURE PLAN:

Rose Bazaar aims to create a unique experience around puja flower delivery. Already targeting the puja-flower market and the home-decor market, they are setting their sights on bigger innings.

Currently, the puja flower service is through the unorganized market, with multiple middlemen involved, leading to higher prices and lower quality. Through this model, Yeshoda Karuturi and Rhea Karuturi aim to make fresh flowers accessible to every Indian household.

BUSINESS DETAILS

- Business segment: Puja Flower Subscription Service, Ecommerce
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding; Yeshoda Karuturi: 50% Rhea Karuturi: 50%
- Years in business: 1 year
- Number of people employed: 25
- Important clients: Daily Ninja, Dunzo, B2C Clients
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Among top 5 finalists (out of 200 applicants) in the ROAR 2019 Summit
- Part of FICCI Flo Bangalore Skills Training Initiative providing training in garland making for women
- Featured in Deccan Chronicle as a success story

