

FEMPREENEUR

EXPERIENCE THE POWER OF WOMEN ENTREPRENEURS

40 Fearless Women
Stories of Grit, Growth & Glory
Page 15

"ARCHITECTURE IS NOT JUST ABOUT DESIGNING SHELTERS; IT'S ABOUT CREATING SOULFUL SPACES THAT EMBRACE NATURE, REFLECT THE LAND'S ETHOS, AND BRING JOY TO THOSE WHO EXPERIENCE THEM."

Neha Mody,
Principal Architect
Studio Design Atelier Pvt Ltd
Visit nehamody.com



Join the 1 Million Movement today!
Become Fempreneur Member Today!

An Initiative by [Vyapaar Jagat.com](http://VyapaarJagat.com)
fempreneur.in

**SPECIAL
FEMPREENEUR 2025
EDITION**



Become a Peers Global

INDUSTRY DIRECTOR

Join Peers Global as an Industry Director and lead the transformation of your sector!

WHY BECOME AN INDUSTRY DIRECTOR?

- ✓ Lead Your Industry – Be the face of your sector, guiding businesses towards success.
- ✓ Expand Your Network – Connect with top entrepreneurs, investors, and decision-makers.
- ✓ Shape the Future – Drive innovation, policy discussions, and strategic collaborations.
- ✓ Exclusive Recognition – Get featured in Peers Global, VyapaarJagat.com, and industry events.
- ✓ Global Growth Opportunities – Facilitate cross-border partnerships and business expansion.

WHO CAN APPLY?

- ✓ Industry Experts & Thought Leaders
- ✓ Established Entrepreneurs & Business Owners
- ✓ Visionary Professionals with a Growth Mindset

Note: One Position Per Industry! Take the lead and become the go-to authority in your domain/city.

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Join the 1 Million Movement Today!

Message from the Founder

Dear Entrepreneurs & Friends,

We are committed to building a business ecosystem everywhere, where entrepreneurs—can thrive, scale, and create a lasting impact.

Our initiative, Peers Global Business Circles provide a collaborative space for entrepreneurs to connect, grow, and achieve ambitious goals, including international expansion, IPO readiness, and strategic partnerships.

Through our Peers Global Unity Portal and Mobile App, we empower members to share their stories, network across industries, and unlock new opportunities.

As we move forward, we invite every Fempreneur to be part of this global movement—because together, we don't just grow businesses, we build legacies.

OUR VISION?

To build a local-to-global entrepreneurial ecosystem where peers become partners in business and friends in life.

OUR MISSION?

To enhance the lives of 1 million entrepreneurs by empowering them through goal-driven business circles, fostering a culture of shared growth, knowledge, and global business expansion.

CORE OBJECTIVES?

- Entrepreneurial Growth
- Global Collaboration
- Industry & Goal-Specific Circles
- Leadership & Influence
- Business Visibility & Recognition
- Social Impact & Giving Back
- Trusted & Balanced Relationships
- Learning & Innovation

Dr. Pravin Parmar

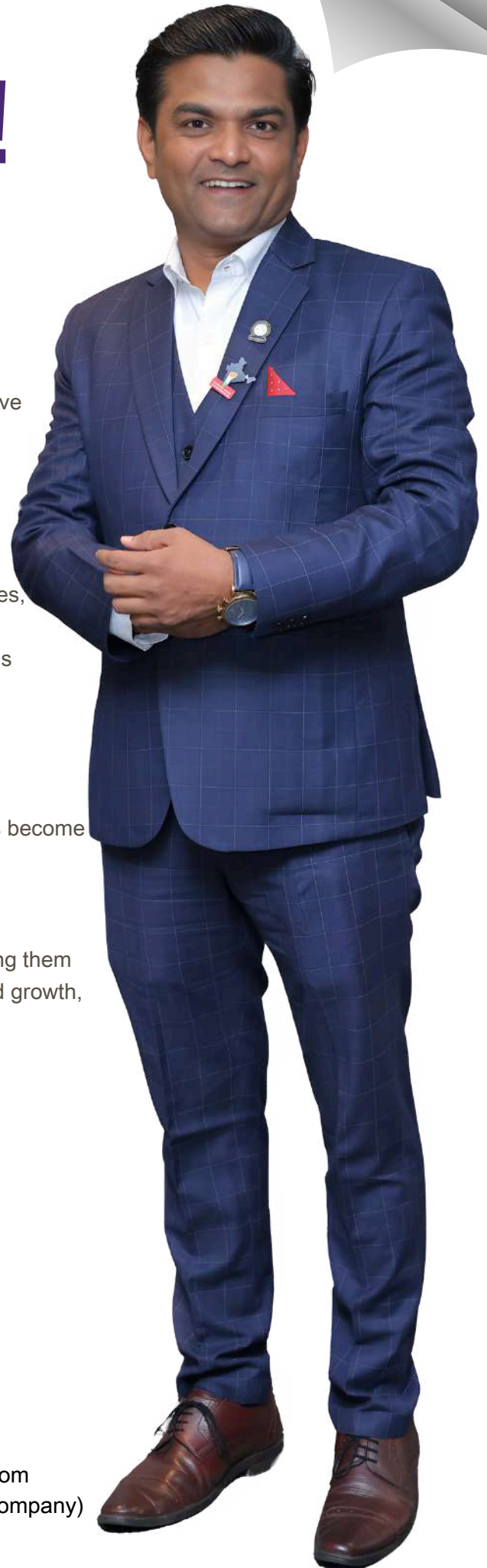
Founder & Promoter

VyapaarJagat.com, Fempreneur, Greenpreneur, PeersGlobal.com

1Million Entrepreneurs International Forum (NGO - Section 8 Company)

Peers Global Business Media Pvt Ltd

Aequitas Information Technology Pvt Ltd.



"Esteemed Messages from Hon'ble Ministers of India"



Women entrepreneurs are driving change and shaping the future. I extend my best wishes to all the award winners and participants. "The MSME & Startup sector, with its dynamism, has the potential to play a pivotal role in nation-building and economic growth."

Bhupendra Rajnikant Patel
Chief Minister of Gujarat

"Addressing environmental and climate challenges is the need of the hour. I congratulate the organizers and wish the event a resounding success."

Hemant Soren
Chief Minister of Jharkhand



"Recognizing entrepreneurs is a great initiative. My best wishes to Vyapaar Jagat the event & Rated Awards."

Pinarayi Vijayan
Chief Minister of Kerala

"The Vyapaar Jagat comes at a crucial time to support MSMEs through recognition and celebration."

"I am confident that the insights and recognition from this event will greatly benefit participants and awardees in their future endeavors."


Anandiben Patel
Governor of Uttar Pradesh



India is on its way to becoming one of the leading economies in the world, and MSMEs play a pivotal role in this transformation. Empowering women in all sectors of society is crucial for achieving exponential economic growth.

Pradip Parmar
Former Member of the Gujarat Legislative Assembly

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DR. JALPAN LALA

Marketing and Branding
Strategist, Business and
Life Coach

Organized by



Venue Partner



1st March 2025



DevX, Ahmedabad

Fempreneur[®] 2025

Experience the power of Women Entrepreneur

CELEBRATE AND HONOR

RATED AWARDS

TO INSPIRING ACHIEVEMENTS

GAME-CHANGING

NETWORKING

CONNECT WITH INDUSTRY LEADERS

KNOWLEDGE-PACKED

SPEAKER SESSIONS

INSIGHTS FROM EXPERT





**The Business Ecosystem for
Brands of Tomorrow**

WE ARE



**On mission to enhance lives of
1 Million Entrepreneurs**



PeersGlobal

Peer-to-Peer Business Growth Platform

Growth Platform for Micro & Small Entrepreneurs

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Circle Member Growth Journey: A Support System from Local to Global with Fun and Business Events



Peers Play 1

Peers Global Unity Portal & App 2



Peers Board 8

Peers Profile 3



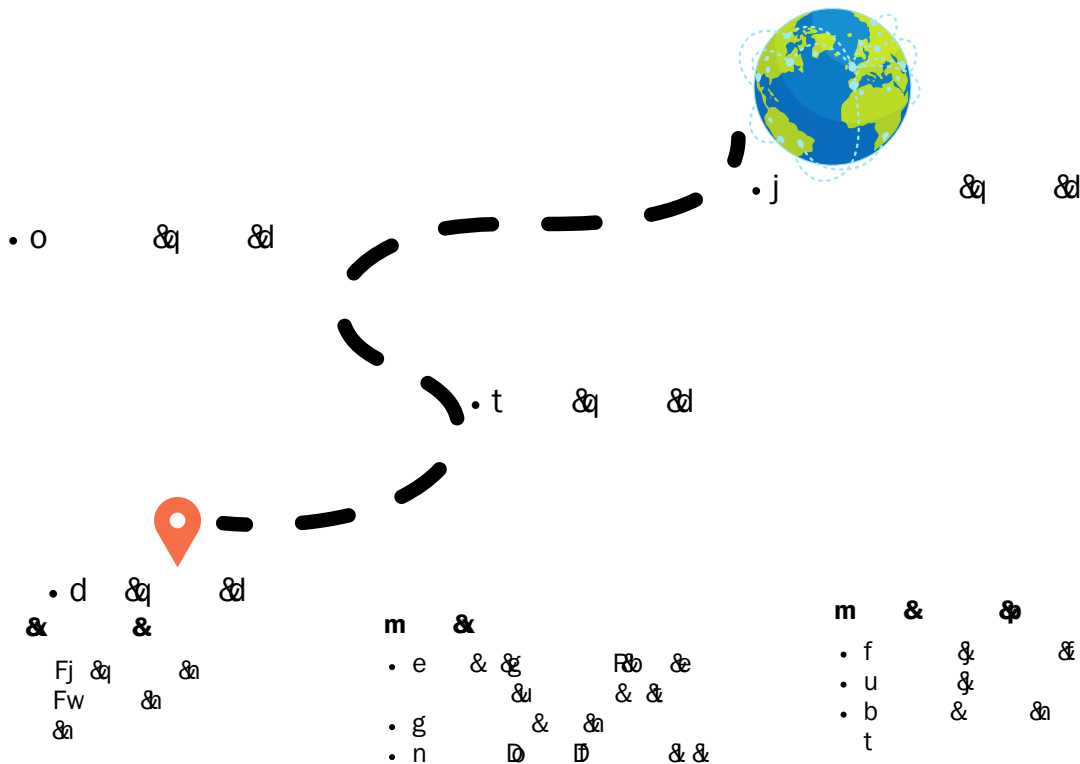
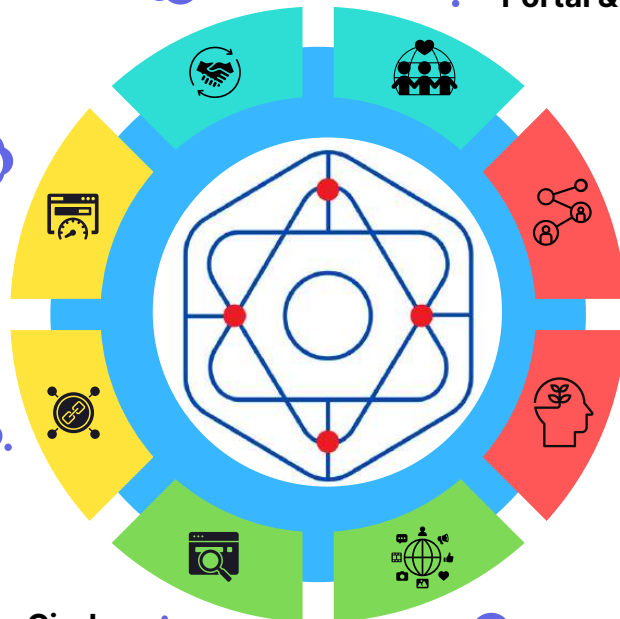
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Celebrating Connections

Peers are partners in business and
friends in life.



Peers Global Unity Mobile App



Connection Across Regions



Personalized Experience



UPDATE

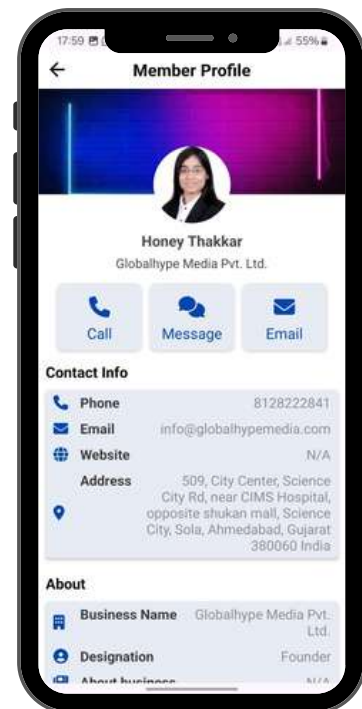
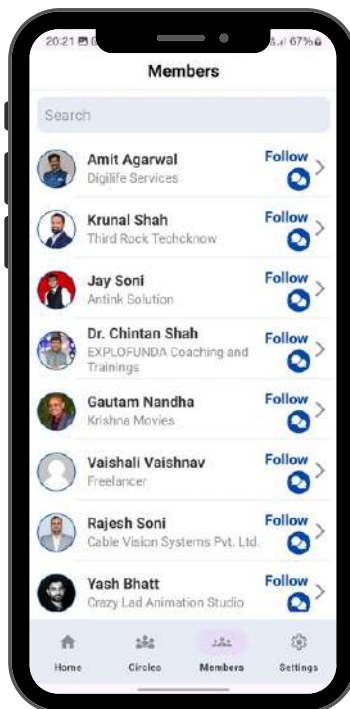


Keep Your Peers Updated!



Record Relationship Building Activities

UNITY APP



DOWNLOAD THE APP!

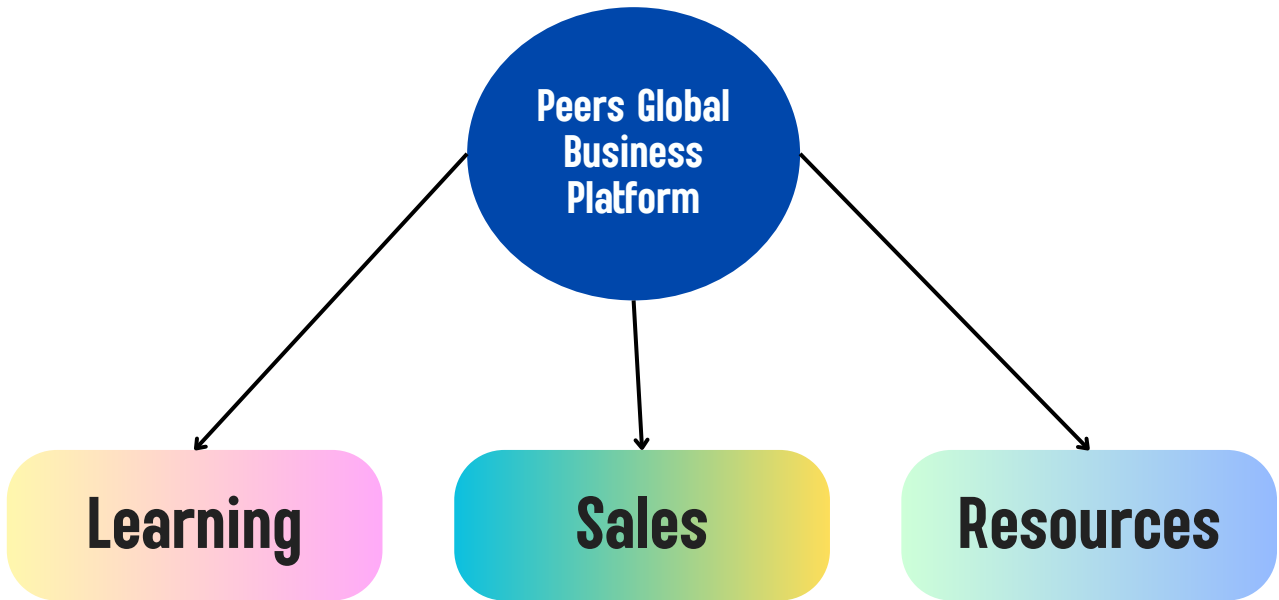


“Peers are Partners in Business & Friends in Life”

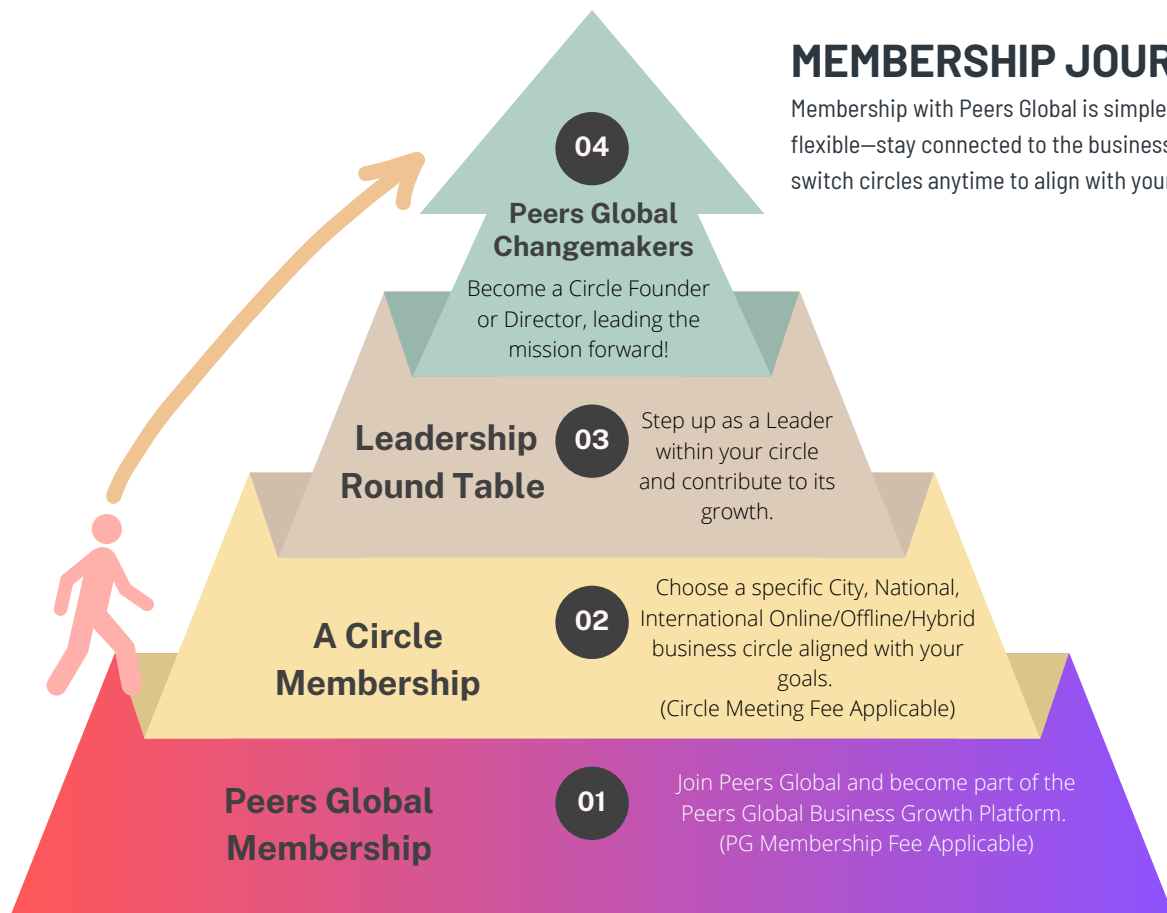
 PeersGlobal.com

Business Growth Pillars

Peer-to-Peer Business Growth Platform

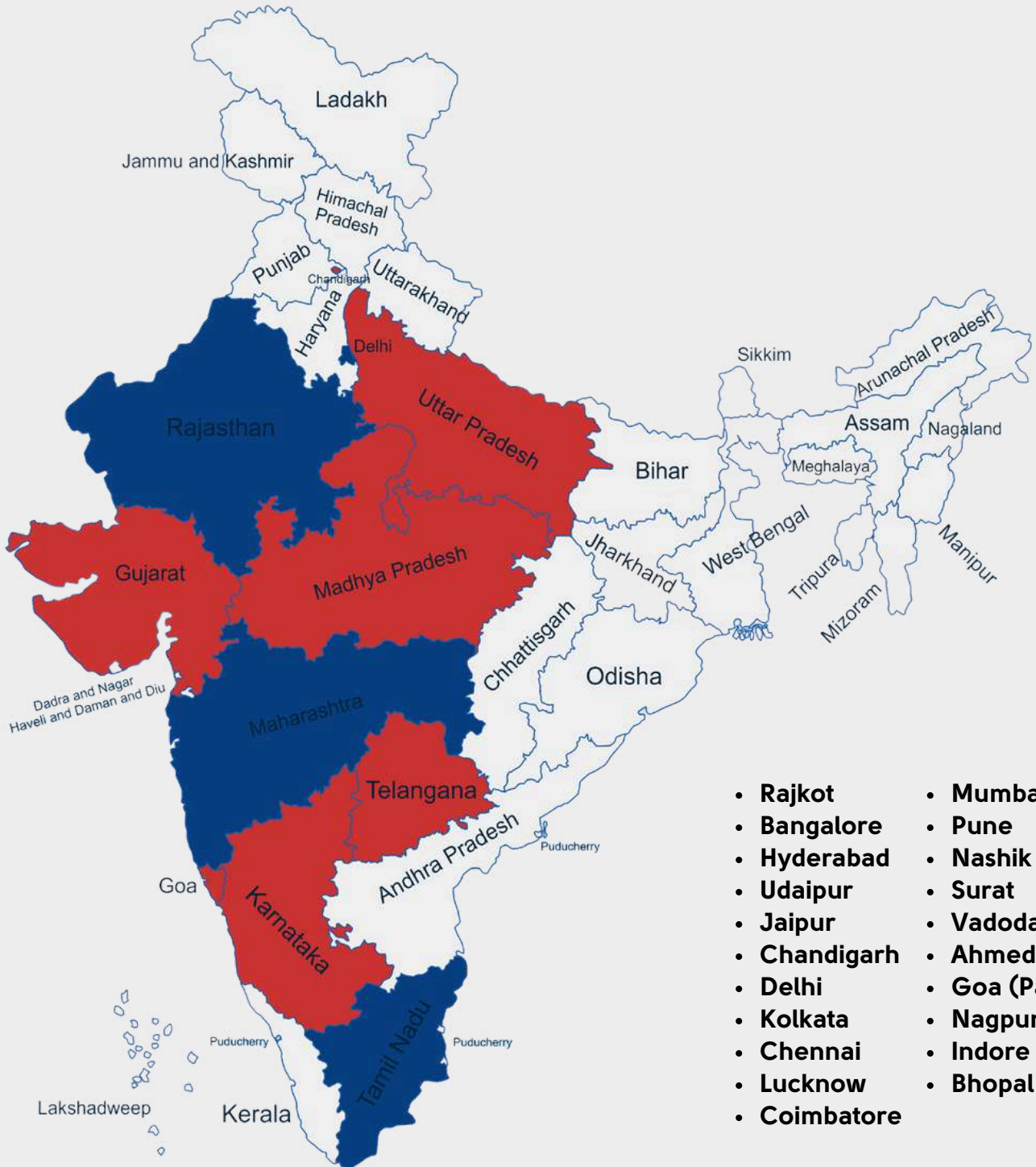


Leverage the power of your peers within the business circle to enhance these critical aspects of your entrepreneurial journey.



Peers Global Presence

Connecting entrepreneurs across cities,
empowering growth locally and globally.



- Rajkot
- Bangalore
- Hyderabad
- Udaipur
- Jaipur
- Chandigarh
- Delhi
- Kolkata
- Chennai
- Lucknow
- Coimbatore
- Mumbai
- Pune
- Nashik
- Surat
- Vadodara
- Ahmedabad
- Goa (Panaji)
- Nagpur
- Indore
- Bhopal

DOWNLOAD THE APP!



“Peers are Partners in Business & Friends in Life”

Elevate Your Brand with Peers Global Brand Partnership



1 Unmatched Visibility & Reach

Gain exposure at virtual & physical events, city meetups, and global platforms, ensuring your brand stays top-of-mind.

2 Powerful Digital Presence

Enjoy SEO advantages, social media promotions, WhatsApp blasts, and continuous listing on PeersGlobal.com & VyapaarJagat.com

3 Premium Branding & PR

Get featured in media coverages, magazine ads, banners, and stage backdrops, along with logo displays at strategic event moments.

4 Targeted Marketing & Promotions

Leverage video marketing, email branding, and corporate film promotions across VyapaarJagat's vast digital audience.

5 Networking & Collaborations

Connect with global entrepreneurs, industry leaders, and influencers to form valuable business alliances.

6 Thought Leadership & Authority

Share your expertise through press releases, directory listings, and exclusive article contributions on VyapaarJagat.com.

Partner with Peers Global and take your brand to new heights!
“Peers are Partners in Business & Friends in Life”



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Neha Mody

Founder

Studio Design Atelier Pvt. Ltd.

Architecture & Planning - Real Estate
Ahmedabad

<https://nehamody.com>



NEHA MODY: LEAVING EVER- LASTING IMPRESSIONS WITH STUDIO DESIGN ATELIER PVT LTD

In the dynamic world of architecture, where creativity meets functionality, Neha Mody has emerged as a trailblazer, establishing herself as a visionary architect. As the founder of Studio Design Atelier Pvt Ltd (SDA), Neha's journey is a testament to her dedication, creativity, and leadership. With a focus on innovative, sustainable, and aesthetically impactful designs, she continues to leave an indelible mark on the architectural landscape.

The Beginning of SDA

In 1999, Neha Mody took the bold step of founding Studio Design Atelier Pvt Ltd (SDA), driven by a passion to create spaces that are more than just buildings. Her vision was to craft environments that served not only functional purposes but also stirred emotions and left a lasting impact.

Neha, alongside her husband, Prashant Modi, a structural engineer, set the foundation for a firm that would blend architecture, interior design, and urban planning into cohesive, sustainable designs. SDA began its journey with residential projects, but it quickly expanded to include commercial and institutional ventures.

Despite challenges during the early years of the 2000s, SDA grew rapidly, earning a reputation for its creative and sustainable approach to design. By 2005, the firm expanded into larger offices, allowing them to take on more complex projects like high-rise buildings and urban regeneration. Over time, SDA broadened its reach, opening branch offices in various cities and taking on international projects, solidifying its position as one of India's leading architectural firms.

A Vision for the Future

SDA has grown under Neha's leadership into a multidisciplinary firm offering a wide array of design services, from architecture and interior design to industrial and hospitality design. The firm's success is built on its client-centered approach, transparent communication, and commitment to cutting-edge technology. With a team of talented professionals and a global reach, SDA continues to push the boundaries of what's possible in architecture. Neha's advice for aspiring architects is simple but profound: "Master the fundamentals, stay informed about industry trends, diversify your skills, seek mentors, and embrace challenges."



Captured by Tathya Macwan

A Focus on Artistic Expression

For Neha, architecture is not just about constructing buildings—it's about creating experiences that resonate with people. She has always been drawn to the creative, imaginative side of design, focusing on creating spaces that are both functional and visually captivating. Neha believes that architecture has the power to shape human experiences and positively impact the environment.

Her passion for design is also rooted in a desire to inspire other women in a traditionally male-dominated field. Neha sees her success as an opportunity to encourage more women to pursue careers in architecture and is a strong advocate for greater female representation in the industry.

A COMMITMENT TO SUSTAINABLE DESIGN

At SDA, the philosophy of design goes beyond simply creating visually appealing structures. Neha and her team are committed to creating functional, sustainable, and inspiring environments. Their work emphasizes eco-friendly design practices, such as biophilic elements, the use of sustainable materials, and incorporating advanced technologies like virtual and augmented reality to enhance the client experience.

Neha's approach to design is inherently collaborative. She places a strong emphasis on communication and client involvement throughout the entire design process. This results in projects that are uniquely tailored to meet each client's needs while ensuring that the final product exceeds expectations.



Captured by Tathya Macwan

TRANSFORMING SPACES, ELEVATING EXPERIENCES



Captured by Tathya Macwan



Captured by Tathya Macwan

Captured by Tathya Macwan



Ritika Bajaj

Founder

**Kriotech HR Management
Pvt Ltd**

Human Resource

<https://kriotech.in/>



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Beyond business, Ritika actively contributes to entrepreneurial communities like TiE, CII, Rotary, Lions Club, and FICCI FLO, sharing insights and fostering growth. Her commitment to empowering businesses and professionals earned her the Impactful Entrepreneur Award from FICCI FLO National.

One of her boldest decisions was traveling alone to conferences and joining BNI, stepping out of her comfort zone to expand her vision and network. Despite facing initial challenges, including societal resistance to women working, she persevered with unwavering support from her husband and parents.

Her success mantra? "Be happy and let others enjoy happiness."

Her advice to young entrepreneurs: "Plan your strategy, stay resilient, and believe in your vision. Passion fuels success, but perseverance sustains it."

PASSION, PURPOSE & PERSEVERANCE: THE JOURNEY OF RITIKA BAJAJ

Ritika Bajaj is a visionary HR professional and entrepreneur, redefining workforce management through Kriotech HR Management Pvt Ltd and RajaviJobs. Specializing in international marketing, recruitment, and HR automation, Ritika has helped businesses streamline operations, enhance compliance, and optimize employee performance.

Her journey into entrepreneurship began with a simple yet profound realization - while dedicating herself to family, she had untapped potential waiting to be explored. Encouraged by friends and fueled by a passion for HR, she built Kriotech, offering cutting-edge HR solutions, payroll compliance, and performance management systems.

At the heart of Kriotech's innovation is Workvana, an AI-driven HR automation software that transforms workforce management through real-time tracking, AI-powered insights, and seamless integration of HR processes. Unlike traditional HR systems, Workvana focuses on employee engagement and retention, ensuring businesses thrive.





Lajju Adalja

Founder & Creative Director

bbfm DESIGN

Digital & Print Media Design Firm

www.instagram.com/bbfmdesign/



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LAJJU ADVISES YOUNG ENTREPRENEURS TO BELIEVE IN THEIR WORK AND LOVE WHAT THEY DO, AS PASSION LEADS TO SUCCESS.

With over 20 years of experience in the graphic design industry, Lajju Adalja (LJ), the founder and creative director of bbfmDESIGN, has built a legacy of impactful and innovative designs. After working with various agencies, she realized her true calling was to create something of her own, leading to the birth of bbfmDESIGN—a creative agency specializing in branding, logo design, packaging, advertising, exhibition stall artworks, brochures, and creative consultation.

Starting her own business was no easy feat. The early years were filled with challenges, but Lajju faced them with determination and a passion for design. Her keen understanding of client needs helped her carve out a niche in the industry. Over the years, bbfmDESIGN has built strong and lasting relationships with clients, many of whom have stayed with her for over a decade, reflecting her dedication to delivering outstanding design work.



Located in Mumbai, bbfmDESIGN serves clients across the country and beyond, helping businesses from various industries establish their brand identity. From startups to established enterprises, bbfmDESIGN's creative solutions leave a lasting impact, ensuring effective communication of brand messages.

Despite initial challenges, including managing all projects single-handedly, Lajju's commitment to quality and client satisfaction never wavered. This dedication became the cornerstone of bbfmDESIGN's success and reputation for reliability.

Today, bbfmDESIGN continues to thrive under Lajju's vision of delivering exceptional design solutions while expanding beyond borders. Her journey is a testament to how passion, perseverance, and a client-centric approach can turn dreams into reality.





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Sheetal K Majithia

Founder

Kalam

Artist and Life Style Products

www.kalamdesign.com



KALAM: INKED WITH PASSION, ROOTED IN PURPOSE – SHEETAL K MAJITHIA

Kalam is more than just a brand - it's a story of passion, creativity, and purpose, deeply rooted in the journey of its founder, Sheetal K. Majithia. What started as simple doodles - peacocks, lotuses, mangoes, and intricate patterns - during her school days in Kabul, Afghanistan, transformed into a unique brand that blends art with social responsibility. These small, seemingly insignificant sketches on scraps of paper soon became the foundation of Sheetal's artistic identity and a catalyst for her entrepreneurial journey.

While studying psychology at Macalester College in Minnesota, Sheetal never imagined that her love for art would evolve into something much bigger. Yet, the doodles that started in the classroom became the cornerstone of her future business, Kalam. Each stroke of the pen that Sheetal created symbolized more than just an artistic flair; it was an expression of her creativity, personal growth, and connection to the world.

Encouraged by her family, especially her father-in-law, who noticed her talent and asked her to illustrate twelve Lord Ganeshji artworks for a family business calendar, she found her purpose and direction in life.

What began as a personal hobby blossomed into Kalam - a brand defined by intricate hand-drawn paisley artwork and a commitment to giving back. From flower pots to crockery to silk scarves, each product from Kalam carries with it the essence of timeless craftsmanship, making everyday items a canvas for Sheetal's artistry. But Kalam is not just about art - it's about creating positive change. With every product, Kalam supports causes close to Sheetal's heart, including education for girls, women's empowerment, and the protection of animals.



Padma Luhana

Founder

HeadsQuest

Staffing and Recruiting

<http://www.headsquest.com>



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SHY TO SKY: THE EMPOWERING JOURNEY OF PADMA LUHANA

The journey of Padma Luhana, a visionary entrepreneur and seasoned HR consultant, is a story of transformation, perseverance, and growth. From a shy, reserved child to a celebrated businesswoman, Padma has faced numerous challenges but has emerged stronger with each step. Her story is not just one of professional success; it is a testament to the power of balancing work, family, and personal growth while striving for excellence in all areas of life.

Padma is the founder of HeadsQuest, a global talent solutions firm specializing in recruitment across several key industries, including manufacturing, automobile, building materials, construction, and oil & gas. Her extensive understanding of these sectors, combined with a client-first approach, has allowed her to build long-lasting partnerships with top businesses.

The unique selling point (USP) of HeadsQuest

HeadsQuest offers tailor-made talent acquisition solutions through methods like talent mapping, competitor analysis, and employer branding—all of which come at no extra cost to clients.

But Padma's story doesn't stop at recruitment. In 2024, driven by her passion for HR solutions, she also founded HiveStrat, an HR consulting firm dedicated to transforming small and medium-sized enterprises (SMEs) and startups. With a focus on aligning HR strategies with business goals, HiveStrat aims to drive measurable business outcomes, such as increased productivity and revenue growth. Through this venture, Padma brings innovative HR solutions to organizations looking to grow and adapt in a competitive market.

In addition to her entrepreneurial endeavors, Padma is an influential mentor and coach, sharing her expertise with talent acquisition professionals and helping them sharpen their skills for success.





Ekta Jain
 Founder
Flavia Creation

Fashion
www.labelflavia.com



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FROM STRUGGLES TO SUCCESS: A JOURNEY OF RESILIENCE AND EMPOWERMENT - EKTA JAIN

I am Ekta Jain, an entrepreneur and fashion business owner, leading multiple fashion brands under Flavia Creation. My brands include LabelFlavia.com, specializing in co-ord sets, night suits, dresses, and women's shirts; PlusSizeByFlavia.com, dedicated to plus-size ethnic wear like Kurtis; and LuxeByFlavia.com, offering sarees and handbags. Beyond fashion, my mission is to empower uneducated women by providing them with opportunities to earn and support their families. We create handbags using fabric waste from our garment production, ensuring sustainability while promoting women's financial independence.

Currently, I operate a Label Flavia retail store in Patna, with another store opening in Mumbai by mid-March. Our goal is to establish 50 franchise stores in the next three years. With a strong business vision, we aim to launch an IPO worth ₹100 crore by 2029. We have already achieved ₹24 crore in revenue this year, targeting ₹35 crore next year and ₹50 crore the following year. We are top rated seller on Myntra and top 5 in Jaipur for the same category.

Flavia Creation encompasses several brands, including Label Flavia, LuxeByFlavia, PlusSizeByFlavia, and Label Fushia. We are working towards consolidating all our brands under one unified platform while expanding into kids' wear, jewelry, and home decor. Additionally, we are preparing to launch international websites to extend our global reach.

My journey started humbly, from a small room and a ₹12,000 salary, selling fashion products on various marketplaces. Balancing motherhood, household responsibilities, and business was challenging, especially with my six-month-old daughter. However, with perseverance, my family's support, and my husband's motivation, I grew my business step by step. Today, I stand as a successful businesswoman, dedicated to expanding Flavia Creation while inspiring others to pursue their entrepreneurial dreams.





Scan me

Pinky Parekh Founder Finkons Advisory

Financial Advisory and Investment
Banking

<https://finkonsadvisory.com/>



ANSWERING YOUR CALLING: THE RISE OF FINKONS ADVISORY

Pinky Parekh's entrepreneurial journey is a story of determination, passion, and resilience. As the founder of Finkons Advisory, she has built a boutique investment banking firm specializing in debt syndication, equity advisory, and mergers & acquisitions. Over the last 16 years, Finkons has grown into a trusted name, helping businesses navigate financial complexities with customized solutions.

Pinky's deep understanding of balance sheets, business models, and financial structuring has given her a unique edge. With a team that ensures agile approach and high quality service, making Finkons a go-to firm for businesses across industries. Her expertise has now positioned the firm to expand into African markets, opening doors for global financial collaborations.

But the journey hasn't been without challenges. From facing personal setbacks to overcoming professional hurdles, Pinky has always emerged stronger. Her biggest lesson? Choosing the right partnerships, building a strong support network, and staying committed to long-term goals.

Her passion for entrepreneurship goes beyond Finkons—she actively mentors startups and has contributed to initiatives like SP Jain's FMBA incubation program. She believes in empowering entrepreneurs and helping them scale their businesses with the right financial strategies.

Looking ahead, Pinky envisions Finkons as a globally recognized financial advisory firm, one day taking it public. Her advice to young entrepreneurs? Keep following what you love, and success will follow.



Bhagyshree Kashikar

Founder

Exim INC

Import-Export & Logistics

<http://www.eximinc.in/>



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UNSTOPPABLE AT 50: THE JOURNEY OF EXIM INC.

Starting a business from scratch is never easy, especially when the world around you questions your choices. Yet, Bhagyshree Kashikar defied the odds to establish Exim Inc., a leading logistics and freight forwarding company that now serves 584 clients, including GNVFC and GSFC, with a remarkable ₹40 crore turnover in 2024.

In 2008, Bhagyshree made the bold decision to quit her high-paying MNC job and start her own company - despite having no funds and limited family support. With just one computer and sheer determination, she built Exim Inc. into a trusted name in customs clearance, freight forwarding, and licensing for import-export businesses.

Breaking into the highly competitive logistics industry, she faced skepticism, financial hardships, and the challenge of balancing work and family. Yet, her relentless drive and innovative approach allowed her to simplify international trade for businesses across India and the globe.

Today, Exim Inc. is more than just a business - it's a mission. Bhagyshree is committed to helping at least 50 new entrepreneurs enter the export sector over the next 25 years, supporting Made in India products on a global scale.

Her biggest challenge? Overcoming societal and family criticism while raising a young child. But with resilience and tireless work ethics - working 7 AM to 2 AM - she turned struggles into success.

Her mantra? "If you are not smart, work hard to reach your goals."

Read the full story to see how one woman's determination transformed a vision into a thriving global enterprise.





Falguni Gandhi

Founder

Falguni's Creation

Boutique

 [falgunicreationahmedabad](#)



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CRAFTING TIMELESS FASHION WITH A PERSONAL TOUCH



MEET THE WOMAN BEHIND FALGUNIS CREATION: FROM IDEA TO REALITY

In the heart of Ahmedabad, a name that has become synonymous with elegance, tradition, and timeless style is Falguni's Creation. This boutique, founded by Falguni Naimish Gandhi, has carved a unique niche in the world of fashion, offering customers a wide range of dress materials and customized styling services that speak to individuality and the celebration of craftsmanship. From the inception of an idea to its flourishing reality, Falguni's journey is a testament to her dedication to fashion, culture, and empowering women.

A VISION BORN FROM PASSION

Falguni's journey into fashion was driven by an unshakable desire to blend modern and timeless elements. From a young age, she was passionate about fabric selection, design intricacies, and styling. Inspired by her mother's exquisite saree collection, she saw how fabrics could tell stories, evoke emotions, and celebrate culture.

Falguni recalls, "Fashion isn't just about wearing something; it's about expressing who you are. Every piece of fabric has a life of its own." This love for fabrics and styling fueled her desire to start Falguni's Creation—a boutique offering more than just clothing. She envisioned a personalized experience where clients could choose fabrics that resonated with them and explore styles suited to their individual tastes.

FROM CONCEPT TO REALITY

Building a business from the ground up is no easy feat, and Falguni's path was no exception. When she first set out to create her boutique, she faced the same challenges that many new entrepreneurs face—financial constraints, market competition, and the struggle to stand out. But Falguni, known for her resilience and strong entrepreneurial spirit, saw each challenge as an opportunity to learn and grow.

"I started small, working from home and gradually building a clientele who appreciated the uniqueness of what I had to offer. I didn't have the luxury of a large capital or a big name, but I had the passion, and I knew that was enough," she says with a smile.



Sonika Kanojia
 Director
Svanz International Private Limited
 Furniture Manufacturer
www.svanz.com



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Thus, Svanz International Pvt. Ltd. was born—a company she co-founded with her visionary husband, Nittin Kanojia. With his unwavering support and shared strategic mindset, Sonika embarked on the journey to create a customer-centric, innovative, and solution-driven brand in the modular furniture industry. Today, she stands as the Founder and Director of Svanz, driving it with a clear vision to disrupt the market with functional, aesthetic, and high-quality designs.

Challenges: Overcoming Hurdles in a Competitive Industry

Starting a business from scratch, especially in a traditionally male-dominated industry, came with its own set of challenges. Sonika faced numerous obstacles—establishing credibility in a new market, securing large contracts, and navigating intense competition from established players. Perhaps the toughest hurdle was making the transition from a stable corporate job to the unpredictable world of entrepreneurship.

INTRODUCTION: A JOURNEY OF ENTREPRENEURSHIP AND VISION

With over 20 years of experience spanning diverse industries such as FMCG, education, and business development, Sonika Kanojia's career trajectory has been nothing short of remarkable. She began her corporate journey at PepsiCo India, where she took on leadership roles and led marketing strategies across regions like Punjab, Haryana, Himachal Pradesh, and Chandigarh. Her experience in FMCG, coupled with her tenure in the education sector, managing an MBA – Business Analytics program, gave her a unique blend of skills that would later serve her in the world of entrepreneurship.

However, her professional shift into entrepreneurship became a defining moment in her life. After taking a break to focus on her family, Sonika decided to venture into creating something of her own—a brand that would not only embody her vision but also provide innovative solutions to the furniture industry.





Shweta Bobde

Corporate Trainer



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SHWETA: A JOURNEY OF TRANSFORMATION AND PURPOSE

Shweta's journey is a tapestry woven with resilience, transformation, and a relentless pursuit of growth. A devoted mother to a 15-year-old, she has spent over 8 years navigating the corporate world, evolving into a dynamic Corporate Trainer. Armed with international certifications in NLP and the Art and Science of Hypnotic Storytelling, she brings a unique blend of psychology, strategy, and soft skills mastery to the table. Shweta doesn't just train - she transforms, unlocking potential and igniting confidence in every individual she mentors.

She has empowered over a 100 + professionals across manufacturing and digital organizations, while also inspiring countless students to unlock their full potential.

A Strong Foundation in Education and Passion for Training

In 2019, she stepped into the limelight by clinching the title of Mrs. Maharashtra Fitness Diva and earning the coveted honor of Wewa Glam Icon - accolades that echo her vibrant spirit and multifaceted talent. As a dynamic emcee, anchor, and presenter, she has captivated audiences at countless corporate and sports events with her infectious energy and poised charisma.

Her remarkable journey took a transformative turn after a decade-long hiatus in the dazzling city of Dubai, where life's diverse experiences enriched her soul. At 36, she fearlessly reignited her career, proving that with determination and self-belief, success is always within reach, regardless of the chapter in life.





Scan me

Rashi Tulsyan

Founder

Artisan's Bake House

Luxury Lifestyle & Gifting

<https://www.instagram.com/artisansbakehouse>



CRAFTING DREAMS, ONE VENTURE AT A TIME: THE JOURNEY OF RASHI TULSYAN

Behind her achievements lies unwavering family support. Her husband, Sanchit, has been her pillar of strength, and her daughter, Raisha, keeps her grounded. For Rashi, entrepreneurship isn't just about business—it's about creating meaningful experiences and delivering joy to customers.

As she continues to grow, Rashi's journey inspires countless aspiring entrepreneurs, proving that with determination, passion, and a commitment to excellence, dreams can turn into thriving ventures.



Rashi Tulsyan's entrepreneurial journey is a testament to passion, perseverance, and creativity. With an academic background in finance and media, coupled with leadership experiences in Rotaract Club District 3140, Rashi built a strong foundation for her ventures. However, the road to entrepreneurship wasn't straightforward—balancing a corporate career while nurturing her dream was no easy feat.

Determined to carve her own path, Rashi embarked on multiple ventures, each reflecting her deep passion for quality and innovation. Artisan's Bakehouse, her cloud kitchen, redefined premium baking with customized cakes, macarons, and gourmet treats. She later expanded into luxury gifting with Artisan's Gift Co., curating elegant hampers for weddings and corporate events. Recognizing a gap in accessible luxury, she launched Luxe by Rashi Tulsyan, offering pre-owned designer bags, watches, and accessories sourced globally.

Through these ventures, Rashi overcame challenges like sourcing premium products, managing logistics, and maintaining brand excellence. But her resilience, combined with her philosophy of "Meraki"—putting heart and creativity into everything—ensured her success.



Scan me

Dr. Hina Shah
Founder
**International Center for
Entrepreneurship and Career
Development (ICECD)**

<https://icedd.org/>



EMPOWERING WOMEN, TRANSFORMING LIVES: THE LEGACY OF DR. HINA SHAH

Dr. Hina Shah, the visionary behind the International Center for Entrepreneurship and Career Development (ICECD), has dedicated her life to transforming women's lives through entrepreneurship. Since founding ICECD in 1986, she has empowered over 100,000 women worldwide, helping them break barriers and achieve financial independence.

Dr. Shah's journey began in the male-dominated plastic packaging industry in 1976, but her true legacy was born a decade later with ICECD. Focused on entrepreneurship, SME growth, and skill development, ICECD's programs have created opportunities for women across urban, rural, and tribal communities.

Under her leadership, ICECD expanded to 55+ countries, offering customized strategies to empower women facing cultural and economic challenges. Collaborating with global organizations like UNICEF and the World Bank, Dr. Shah has ensured ICECD's sustainable impact.

Her work has earned her prestigious awards, including the Stree Shakti Award and Bharat Jyoti Award, recognizing her role in driving economic empowerment.

Dr. Hina Shah's story is one of resilience, vision, and impact. Her legacy continues to inspire women globally to dream, lead, and transform their lives through entrepreneurship.



Vaibhavi Shah

Anchor / Model / Influence /
Motivational Speaker

Nicks Events

Event Company

Instagram: [Anchor_Vaibhavi_Shah](#)



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VAIBHAVI SHAH: A JOURNEY OF PASSION, PURPOSE, AND PERSEVERANCE

From a young dreamer to a renowned anchor, model, influencer, and motivational speaker, Vaibhavi Shah has made an indelible mark in the entertainment and event industry. As the co-owner of NICKS EVENTS, she has built a career rooted in passion, confidence, and dedication.

With a dynamic presence, Vaibhavi has hosted over 2,500 national and international events, from corporate gatherings, award nights, and brand launches to movie promotions, weddings, and government mega-events. She has shared the stage with Bollywood icons like John Abraham, Varun Dhawan, and Jacqueline Fernandez, making her one of the most sought-after Masters of Ceremony.

A Testament to Hard Work: Awards & Recognitions

With over a decade of experience, Vaibhavi has earned more than 12 prestigious awards, including:

- Best Anchor of the Year – EMF Vietnam
- FEMPRENEUR Best Entertainer 2023
- Pride of Nation Award 2023
- Miss Ahmedabad Icon 2016
- Top Finalist – Grehlakshmi Mrs India 2023

Yet, for Vaibhavi, success is not measured by trophies but by the lives she inspires.

Looking Ahead: The Future of Vaibhavi Shah
Vaibhavi continues to push boundaries and redefine entertainment. Whether as a host, brand ambassador, or motivational speaker, she remains dedicated to spreading positivity, empowering others, and leaving a lasting impact.

Her journey is far from over - it's just another chapter waiting to be written.

Her talent extends beyond anchoring - Vaibhavi has been the face of numerous brands, featured in photo shoots, ad campaigns, and fashion shows, and even made a cameo appearance in the film "Dada Ho Dikri" with Garba queen Kinjal Dave.





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Nilam Shah

Founder

The Arham Happy Living

Consulting & Education

<http://arhamhappyliving.com>



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NILAM SHAH JOURNEY'S INTO SPIRITUAL SCIENCES: A PATH TO EMPOWERMENT



My Journey and Challenges

Like any meaningful journey, mine was not without its obstacles. When I first began to explore these ancient practices alongside my yoga training, there was little understanding or acceptance of their true potential. People often dismissed tarot, crystal healing, and numerology as mere superstition or pseudo-science. This created a barrier, both for me personally and for the people I was trying to help. The challenge was not just in practicing these arts, but in educating others about their value.

At the beginning, I faced resistance. People were skeptical. How could tarot cards, crystals, or numbers have a genuine impact on one's life? I realized that it wasn't just about offering spiritual services but about shifting perspectives and educating individuals about the profound power of energy, intuition, and self-awareness. The biggest challenge was in dispelling the myths and helping people understand that these tools could be vehicles for profound self-discovery and personal growth.

I am Nilam Shah, an internationally certified yoga trainer, tarot card reader, crystal healer, and numerologist. I have 15 years plus experience. My speciality is Spiritual guidance for kids, women, marriage and any problem of life. My journey into spiritual sciences has been one of deep personal transformation, and my commitment to holistic well-being and spiritual empowerment is the guiding force behind everything I do. Over the years, I have honed my skills through extensive training in yoga, tarot reading, crystal healing, and numerology, all of which have allowed me to offer unique insights and transformative experiences to those seeking clarity, balance, and healing in their lives.





Shweta Shalini

Entrepreneur & Investor
<https://www.shwetashalini.com>



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SHWETA SHALINI: EMPOWERING ENTREPRENEURS, TRANSFORMING MAHARASHTRA



Shweta Shalini is a dynamic entrepreneur and a visionary leader dedicated to driving innovation and economic growth. With a deep passion for entrepreneurship, she has played a crucial role in fostering a thriving startup ecosystem in Maharashtra. As an investor, mentor, and policy influencer, she is shaping the future of business and leadership in India.

At the core of her mission is the empowerment of entrepreneurs, particularly women. As the Chief Evangelist of Billenium Divas, a women-centric angel fund, she is breaking barriers and creating opportunities for female founders. Her belief in inclusive growth has led her to support numerous startups, enabling them to scale and make a lasting impact on society.

Beyond business, Shweta's contributions extend to large-scale social transformation. Through her leadership at the Maharashtra Village Social Transformation Foundation (VSTF), she has been instrumental in uplifting over 1,000 villages. Her work focuses on sustainable development, skill-building, and empowering rural communities to become self-reliant economic hubs.

Her expertise is recognized at the highest levels, with her serving as an advisor to Niti Aayog, where she influences national policies on entrepreneurship and economic growth. Her commitment to technology-driven development is shaping Maharashtra into a global innovation hub.

Shweta Shalini's journey is one of leadership, impact, and relentless pursuit of progress. But this is just a glimpse of her inspiring story. Scan the QR code to dive deeper into her journey and discover how she is transforming businesses and communities alike.



Kavita Modi

Founder

Kavita Plastics

Manufacturing – Textile Loom Parts & Plastic Components

<https://www.instagram.com/modikavi/>



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BREAKING BARRIERS: THE INSPIRING JOURNEY OF KAVITA MODI

Entering a male-dominated space wasn't easy. When she first started marketing her products, many dismissed her, doubting her ability to run an industrial business from a wheelchair. But Kavita refused to let these biases define her. She learned every aspect of the trade, from operating machines to understanding complex textile components.

Today, she not only runs a successful business but also empowers others. Her factory employs several women, whom she has trained to operate machinery—a role typically reserved for men. Through sheer determination, she has broken stereotypes, proving that success knows no physical limitations.

Kavita's journey is more than business growth; it's about resilience and redefining possibilities. Her message to every woman is simple: Ignore the obstacles and always move forward.



Struggles! The word itself feels heavy, but when a person makes a firm decision, even the toughest challenges seem insignificant. Kavita Modi's life is a testament to this truth. Losing both her legs to polio at the age of two could have defined her life. Instead, she chose to rewrite her destiny, not just surviving but thriving in an industry dominated by men.

Her mother ran a small plastic manufacturing unit, and Kavita, with a vision beyond limits, stepped into the business. She saw an opportunity in the textile loom industry—a sector where women entrepreneurs were nearly unheard of. Despite skepticism from many, she decided to innovate and manufacture essential loom parts. It was a risky move, but one that transformed her small unit into RAVI 555 by Kavita Plastics, now a well-known brand producing over 350 different parts used across India and exported globally.



Scan me

Hiral Trivedi

Senior Partner

Trivedi's Law Office & Asso.

Advocates, Solicitors & Notary

www.trivedilawoffice.com



Hiral has been an integral part of Trivedi's Law Office & Associates, a leading firm specializing in real estate laws. The firm's practice primarily involves litigation at the Gujarat High Court and lower courts, where Hiral has honed her litigation skills. Prior to joining her family's law office, Hiral worked with Mr. Manish R. Bhatt, Senior Standing Counsel, Ahmedabad, between 2008 and 2010, gaining exposure to high-profile cases and providing valuable mentorship in public interest litigation.

Research, Publications, and Thought Leadership

Beyond her legal practice, Hiral is a recognized scholar and researcher. Her contributions to the legal field include several well-regarded research papers on emerging issues such as cybercrime and scientific evidence. Notable works include her groundbreaking paper, "Scientific Tests - Evidence Justifiable?" presented in Pune in 2005, which examined the legal admissibility of scientific evidence in court.

HIRAL NISARG TRIVEDI: A DISTINGUISHED LEGAL PROFESSIONAL WITH EXPERTISE IN CYBER LAW

Advocate Hiral Nisarg Trivedi stands as a prominent figure in the legal landscape of Gujarat, with an illustrious career spanning nearly 17 years. Renowned for her exceptional proficiency in cyber law, commercial law, and corporate law, Hiral's career is a reflection of unwavering dedication and unparalleled expertise. Her journey has been marked by a commitment to justice, an ability to navigate complex legal matters, and a deep passion for innovation within the legal profession.

Professional Expertise and Career Achievements

Hiral has extensive experience and serve as a panel lawyer for esteemed authorities like the Gujarat Water Supplies and Sewerage Board. Her expertise spans consumer rights, civil litigation, and corporate law.





Rajni Aggarwal

Founder

Safal Events (The Sign of Success)

Event & Exhibition

<https://www.instagram.com/safalevents/>



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The Vision Behind Safal Events: Empowering Women Through Opportunity

The journey of Safal Events began with a simple yet powerful vision: to create an ecosystem that empowers women entrepreneurs by providing them with opportunities to showcase their talent, products, and services in the highly competitive world of fashion and lifestyle. The founder recognized that many women in the entrepreneurial world face unique challenges - whether it's limited access to networks, resources, or platforms to showcase their work. With this understanding, Safal Events was born with a mission to bridge that gap. At the heart of Safal Events' mission is its commitment to offering a platform that provides women with the following key benefits:

- Increased Brand Visibility
- Dedicated Marketing Support
- Showcasing Latest Trends
- Connecting with Industry Experts
- Boosting Sales and Business Growth
- Building a Strong Network

EMPOWERING WOMEN ENTREPRENEURS: THE INSPIRING SUCCESS STORY OF SAFAL EVENTS - RAJNI AGGARWAL

In a world where innovation meets creativity, few names shine as brightly as Safal Events, a company dedicated to empowering women entrepreneurs in fashion and lifestyle exhibitions. Founded and led by a visionary entrepreneur, Safal Events has become a beacon of hope and opportunity for micro women entrepreneurs, providing them with a platform to exhibit talent, expand reach, and grow businesses.

With over 15 years of experience in event planning and exhibitions, the founder of Safal Events has worked tirelessly to build a reputation as one of the most trusted names in the industry. Through dedication, hard work, and an unwavering commitment to uplifting women in business, Safal Events has curated over 100 successful exhibitions that have helped countless entrepreneurs thrive. The company's legacy is one of growth, empowerment, and the realization of dreams for women across India.





Umang Day Centre

Trustees

- 1. Geeta Kothari
- 2. Nirmal Hurra
- 3. Sudha Jhaveri
- 4. Bakula Parikh
- 5. Sapna Agarwal
- 6. Rachna Hurra
- 7. Vivek Hatangadi

BIRTH OF A VISION: THE BEGINNING OF UMANG



THE INSTITUTE FOR RETIRED AND SENIOR CITIZENS

In November 1987, a revolutionary idea came to life that would change the way society viewed the elderly. Umang, an institute dedicated to empowering retired and senior citizens, was born on the 18th of November. It all started with compassionate housewives, Mrs Geeta Kothari, Mrs Nirmal Hurra, Mrs Sudha Jhaveri, Mrs Malti Jagasia and Late Mrs Suhasini Parikh who were deeply involved in social work through the Lions Club. During their work, they noticed that while the destitute, handicapped, and socially deprived members of society were being taken care of, there was a silent, overlooked group: the middle-class, retired individuals who had given their lives to their families but were now left to struggle with feelings of loneliness and obsolescence.

A NEW CONCEPT: GIVING SENIORS THEIR CONFIDENCE BACK

These passionate women took it upon themselves to bring enthusiasm and happiness back into the lives of the retired people in society. The challenge was immense - this was a brand-new concept. They wanted to uplift the elderly, restore their confidence, and make sure they did not have to leave their homes to feel valued.

Their mission was simple: to create a space where seniors could thrive without being separated from their families. They aimed to provide opportunities for personal growth, hobbies, and a sense of community, all while ensuring that no family bonds were broken and no conflicts arose.

OVERCOMING CHALLENGES: STANDING FIRM AGAINST DOUBT

The journey was not without its challenges. The concept of an activity center for senior citizens was novel and met with skepticism. Society questioned the validity of such an institution. However, the founding members were resolute. They knew they had a mission: to restore confidence to the elderly, provide a space for self-expression, and ensure their dignity while strengthening family bonds.

Despite the doubts, the institute grew steadily, evolving from a small idea into something much bigger. It all started with just seven members and a modest contribution of 500 rupees from five enthusiastic women. Today, Umang stands tall with 150 members, having become a symbol of empowerment and joy for the elderly.



Scan me

Rakhi Verma

Founder

Karan Foundation

Social Entrepreneurship

<https://karanfoundation.org/>



Rakhi Verma's Unique Approach to Special Education

Rakhi Verma's personal journey as a mother to a child with special needs has shaped her compassionate approach to education. She believes that every child, regardless of their challenges, deserves opportunities to grow and thrive. Her experience has driven her to create a supportive environment where children can develop essential skills, build confidence, and prepare for independent living.

With a focus on patience, creativity, and empathy, Rakhi tailors her teaching methods to each child's unique needs. She not only nurtures academic growth but also emphasizes emotional, social, and behavioral development. Her goal is to help children unlock their full potential, empowering them to integrate into society with confidence and resilience.

A LIFELONG DEDICATION TO SPECIAL EDUCATION AND SOCIAL EMPOWERMENT

Rakhi Verma is a renowned social entrepreneur, motivational speaker, and special educator who has devoted her life to making a positive impact on children with special needs. Her journey is deeply personal, as she is also a mother of a child with special needs. Rakhi's passion for teaching and her empathetic approach to understanding the unique challenges faced by neurodiverse children have made her a prominent figure in the field of special education.

With over 25 years of experience, Rakhi has honed innovative teaching methods and life skills training programs that not only educate children but also equip them with the skills needed to lead dignified, independent lives. Her ability to connect with her students on a deep, personal level allows her to nurture their potential and create a positive, transformative impact.





Tanvi Dhamija

consultant

CinEmon Consulting & Indiavaale

Branding & Consulting, Social Entrepreneurship

 [cinemon.consulting](https://www.instagram.com/cinemon.consulting)



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THE JOURNEY OF TANVI DHAMIJA: BUILDING BRANDS WITH PURPOSE

Tanvi's work has led to significant achievements. Indiavaale secured B2B partnerships with major corporations like Sun Pharma and Apollo Hospitals while expanding into international markets. Her efforts earned her the Times of India's Youth for Change Award and the Indo-American Centre's Youth Leader for Social Entrepreneurship recognition. Through CinEmon Consulting, she has worked with over 150 brands, including Lenskart, Hitachi Energy, and Fidelity International, guiding them toward impactful brand positioning and customer engagement.

Looking ahead, she envisions a future where brands are purpose-driven, creating trust and sustainable growth. The relaunch of Indiavaale 2.0 focuses on sustainability while supporting artisan communities. CinEmon Consulting continues to empower startups, SMEs, and Fortune 500 companies with tailored branding strategies, helping them evolve into industry leaders.

Tanvi Dhamija's journey in branding spans over 14 years, from leading branding at Citibank to founding Indiavaale and CinEmon Consulting. Her expertise lies in storytelling, strategic brand building, and business transformation, helping brands forge deep connections with their audiences.

Entrepreneurship brought challenges, from funding constraints to proving the long-term value of branding. With Indiavaale, she aimed to bridge the gap between traditional artisans and modern consumers, convincing buyers of the worth of handmade goods. At CinEmon Consulting, her mission was to shift businesses from transactional growth to brand-led development, demonstrating how strong branding fosters loyalty and long-term success.





Kena Chetan Vyas

Graphic Designer

CK'z Design & The Gift

Designing, Printing & Customised Gifting

[@thegift_customize_emotions](#)



Scan me



KENA VYAS: FROM ART LOVER TO ENTREPRENEUR



Kena Vyas, a Virgo with a shy demeanor, was always drawn to the world of art. Born with an innate creativity, her love for the visual arts led her to graduate from the Fine Arts Faculty in Dholka after completing her 12th grade. She developed a reputation for being hardworking, ambitious, and deeply dedicated to perfection. Known for her meticulous attention to detail and punctuality, Kena approached every task with the utmost focus and precision.

The Big Leap: Founding CK Design

Kena's career took a significant turn when she and her husband founded their own brand, CK Design. This venture marked a transformative moment in her life, allowing her to explore her passion for unique and customized designs, especially in the realm of gifts. CK Design wasn't just a business; it was an opportunity to bring her creative vision to life. It was through this entrepreneurial journey that Kena discovered her love for crafting personalized gifts - something that would eventually lead to the launch of her new project, The Gift - Customise Emotions.

Her career journey began in the graphic design field, where she honed her skills in all aspects of design and production. As a graphic designer, she worked tirelessly to showcase her diverse talents, gaining experience in creating logos, brochures, corporate profiles, and more. Little did she know, this early career would be the foundation for something much bigger, something that would combine both her passion for creativity and her desire to make a mark on the world.

With The Gift, Kena set out to blend creativity and emotion, offering personalized gifts that carried special meaning for her customers. Each product was an expression of love, care, and sentiment, transforming ordinary items into memorable keepsakes. As the brand grew, Kena's vision of creating customized gifting experiences began to take shape, and The Gift became an integral part of CK Design's journey.





Bijal Vyas

Owner

Lakme Salon Keshavbaug

Unisex Salon

 lakmesalon_keshavbaug



Scan me



EMPOWERING DREAMS: THE JOURNEY OF BIJAL VYAS FROM ENGINEER TO LAKME SALON OWNER

My name is Bijal Vyas, and I am the proud owner of Lakme Salon Keshavbaug, located in the heart of the Vastrapur area, opposite ITC Narmada. Although my educational background is in Engineering and Business Administration (MBA), my true passion was always entrepreneurship. This drive led me to step out of the traditional career paths and venture into the beauty industry, an area that was completely new to me.

In July 2019, I took the bold step of starting my journey as a salon owner by opening Lakme Salon Keshavbaug. Little did I know at that time that this venture would shape my future and offer me a path to not only personal growth but also success in a highly competitive industry. Despite not having prior experience in the beauty and wellness sector, I was determined to bring quality, professionalism, and customer satisfaction to the business, which led to incredible growth in a short span.

Challenges

Like any entrepreneur, the path to success was not without its challenges. Coming from an engineering and MBA background, I had no experience or formal training in the beauty industry. Entering an unfamiliar field posed a significant learning curve, and at the beginning, it seemed overwhelming. I had to learn the ropes of the beauty business from scratch, understanding the technicalities, the products, and the nuances of customer service in this new space.

But what truly made this journey smoother was the decision to take a franchise of Lakme. The renowned brand provided a comprehensive support system that helped me understand the inner workings of the business. I received valuable guidance on how to set up and manage the operations efficiently. Lakme's established brand reputation and business model provided a clear framework to follow, which proved immensely beneficial.





Avani Salia

Anchor / Founder

Team Building Expert

Parv Events

[@anchor_avani_salia](#)



Her journey began as a child with a natural flair for entertaining, but it was not without its challenges. Avani’s passion grew as she explored different platforms where she could showcase her talent—initially starting small, then gradually progressing into larger events. Over time, she learned that being an emcee was more than just speaking in front of an audience; it was about creating an experience, keeping the energy high, and seamlessly managing different event scenarios.

The Road to Becoming a Master of Ceremonies

Today, Avani is a national-level emcee, renowned for her expertise and commanding presence in front of large audiences. Her career, now spanning 23 years, has been a fulfilling journey, though it has not always been easy. Back then hers was majorly a male dominant career. Decision makers took time to confirm her as their Event’s Anchor until they met Her... But once they met her, Avani’s confidence and readiness to accept challenges never let her be turned down.

AVANI SALIA: A JOURNEY FROM PASSION TO PRESTIGE IN THE EVENT INDUSTRY

Avani Salia’s passion for people, engaging humor, and commanding stage presence have made her one of the most sought-after event anchors in the industry today. With over two decades of experience, her career is a testament to determination, creativity, and a unique ability to entertain and engage audiences.

Discovering the Stage: A Childhood Dream Come True

From an early age, Avani knew she was destined for the stage. Whether it was the excitement of holding a microphone or the thrill of engaging with an audience, she discovered that performing and entertaining were her true callings. The stage became her home, and her mic and wit became her greatest strengths. The sound of applause and the joy of bringing people together made her feel truly alive.

Privileged to work for Brands like:

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Vaishali Vaishnav

Founder

MTM Multitasking Mommies

Community

<https://www.facebook.com/MultitaskingMommies>



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EMPOWERING WOMEN: MTM COMMUNITY



EMPOWERING WOMEN THROUGH MTM MULTITASKING MOMMIES COMMUNITY

Vaishali Vaishnav, the proud founder of MTM Multitasking Mommies Community. What started six years ago as a simple online space has grown into a thriving community aimed at supporting, inspiring, and motivating women, especially mothers. The journey of MTM began with a single mission: to create a safe and supportive space where women could come together, share their stories, and grow both as individuals and as part of a greater collective.

Vision for the Future: Expanding and Empowering

Looking ahead, our mission remains clear: we aim to empower women to achieve holistic development and become the best versions of themselves. We believe that when women are supported, they thrive not just in their personal lives, but in their professional and community endeavors as well. We envision expanding our reach, taking our offline presence beyond Ahmedabad, and establishing a stronger support system in cities across India.

THE BEGINNINGS: OVERCOMING EARLY CHALLENGES

Like any dream, the path to building MTM Multitasking Mommies was not without its challenges. At the start, we faced the monumental task of building a community from the ground up. This required time, effort, and a deep understanding of what women particularly mothers needed from such a platform. We weren't just looking to create an online group but to build a space that provided value to the lives of every woman who joined.

One of our biggest hurdles was ensuring that our community remained engaging and relevant. With so many varying needs and challenges, it was important to cater to a diverse group of women, each with different priorities, backgrounds, and struggles. From managing online interactions to organizing offline events, we constantly had to evolve and adapt to the changing needs of our members. The key challenge, however, was fostering a sense of belonging and active participation while keeping the information and support relevant to all the women who trusted us with their stories.

THE JOURNEY TO GROWTH: ACHIEVEMENTS AND MILESTONES

Fast forward to today, and MTM Multitasking Mommies Community stands proud as an ever-growing network of women. Over the years, we have been able to connect with more than 5,000 women online, and our offline presence has expanded to include 200 active members in Ahmedabad. These numbers don't just represent figures; they signify the bonds we've built, the stories we've shared, and the countless lives we've touched.

Through the years, we've hosted a wide variety of events, workshops, webinars, and support programs. These have ranged from topics that concern the everyday lives of women, such as health, mental health, and motherhood, to subjects like parenting, food and nutrition, fashion, beauty, and digital literacy. Our events and workshops are carefully designed to ensure that each member walks away with new insights, practical tools, and a renewed sense of motivation.



Scan me

Susmita Das Gupta

Founder & Tea Artist

Tea With Susmita & Indian School of Tea

Consulting & Education

www.teawithsusmita.com



SUSMITA DAS GUPTA - FROM LOVE FOR TEA TO BUILDING GLOBAL TEA CAREERS

The world of tea has always been rich with tradition, culture, and craftsmanship. For many, it's simply a daily ritual - but for Susmita Das Gupta, tea became much more than just a drink. It became a purpose, a movement, and a lifelong journey.

Her adventure with tea began in an unexpected place: the digital world. As a brand and social media consultant for a London-based global tea brand, Susmita was initially engrossed in market research and digital strategy, helping the brand make inroads into the Indian market. However, as she immersed herself deeper in the world of tea, she soon realized that while tea was being celebrated globally as an artisanal experience, India - the second-largest tea producer in the world - had yet to fully appreciate its own tea culture. This insight sparked a passion in Susmita that would eventually reshape the way India sees tea.

In **2013**, Susmita took her first big step toward changing the narrative by founding **It's Our Cuppa Tea**, India's first-ever **Tea Club** in Bangalore. This wasn't just another gathering of tea lovers. It became a platform where people began to view tea beyond the usual commercial chai. The Tea Club became a space where casual drinkers evolved into connoisseurs, engaging in deep discussions about the origin, flavor profiles, and craftsmanship of tea - a far cry from the usual morning brew.

Driven by a desire to understand tea at a deeper level, Susmita pursued **formal tea education**, earning certifications from institutions in India and abroad. She spent time in the heart of India's tea-growing regions, learning from the experts, tasting endless cups of tea, and immersing herself in the craft. Her expertise and growing influence led her to be invited as the **Tea Artist & Blogger** for the inaugural **AVPA Tea Contest** in Paris, a prestigious platform that further solidified her place in the global tea community.





Devisha Jatakia

Founder of Apni Indian Gully

Apni Indian Gully

Community-driven platform supporting Indian MSMEs

 iamdevishajatakia



Scan me



DEVISHA JATAKIA: EMPOWERING LOCAL BRANDS AND ENTREPRENEURS IN THE DIGITAL AGE



In a world where digital landscapes evolve at lightning speed, Devisha Jatakia stands out as a prominent brand strategist and social media architect. With over a decade of experience, she has helped empower Indian businesses, artists, and entrepreneurs by amplifying their presence in the digital realm. Through her expertise in organic digital growth, community-driven branding, and strategic storytelling, Devisha has built a reputation for promoting Indian brands without relying on hefty ad budgets. Through her initiatives, she has not only transformed businesses but also reshaped how small and medium-sized enterprises (MSMEs) can thrive in a digital-first world.

A Journey of Empowerment and Impact

Devisha's journey began with a deep-rooted passion for helping local Indian businesses and artists gain the recognition they deserved. In a competitive industry dominated by larger, more established brands, small businesses often struggled to find their voice. Devisha saw the gap and decided to create a platform that would bridge the divide between India's traditional businesses and the rapidly evolving digital landscape. That platform was Apni Indian Gully.

Founded with the mission of supporting and uplifting Indian brands, Apni Indian Gully has become a thriving ecosystem that offers digital visibility, credibility, reviews, and networking events. Through this initiative, Devisha has helped countless local businesses gain a foothold in the digital age, proving that success doesn't have to come at the cost of expensive advertising campaigns.





Janaki Suthar

Owner

Rili Institute of knowledge

LLP

Education

<https://www.riligroupofeducation.com/>



Scan me



RILI INSTITUTE OF KNOWLEDGE AND RILI SCHOOL OF LIL CHAMPS: A JOURNEY OF PASSION AND DEDICATION BY JANAKI SUTHAR

The tale of Rili Institute of Knowledge and Rili School of Lil Champs is deeply intertwined with the journey of its founder, Janaki Suthar. With a lifelong passion for teaching, Janaki's entrepreneurial venture is not just a business; it's a dream nurtured over decades of hard work, personal challenges, and an unwavering commitment to educating the next generation.

Janaki's journey began at a very young age, with a strong desire to follow in the footsteps of her grandfather, a teacher by profession. Her childhood was shaped by his influence, and it was clear from an early age that she was destined to become an educator. By the time she was just 10 years old, she had already started teaching her elder peers and had displayed natural leadership skills. Top of her class and an active school monitor, she demonstrated not only academic excellence but also the capacity to lead and guide others.



This passion for education evolved over time, eventually giving birth to the idea of Rili Institute of Knowledge in 2012. What started as a small venture offering tuitions from home blossomed into a successful educational institution that has touched the lives of countless students.

The Birth of Rili Institute and Rili School of Lil Champs

The name "Rili" comes from the combination of Janaki's two daughters, Heli and Riya, reflecting her commitment to nurturing the minds of young students just as she nurtures her own children. With two partners, Sagar Soni and Umang Suthar, Janaki took the first step toward creating an institute that would provide quality education to children across various age groups, from preschool to high school.

Rili Institute of Knowledge is not just another educational venture. It's a manifestation of Janaki's belief that every child has the potential to excel when given the right guidance, support, and environment. The institute aims to offer personalized attention to students, ensuring they develop not only academic skills but also emotional and social intelligence.



Bharti Mishra

Principal / Teacher

Hiramani School (Gujarati Medium)

Education



Scan me



MS. BHARTI MISHRA: A JOURNEY OF DEDICATION AND EDUCATION

Ms. Bharti Mishra, M.A., B.Ed. in Hindi, has been serving as the Teacher/Principal of Hiramani School (Gujarati Medium) in Chharodi since 2001. With 25 years of experience, including 23 years as a Hindi teacher and 2 years as a principal, she has played a pivotal role in shaping the lives of countless students.

Born into a Brahmin family from Pratapgarh, Uttar Pradesh, Bharti Mishra has a deep-rooted love for Hinduism, Hindi language, and Indian traditions. Her passion for Hindi literature, especially Ramcharitmanas, has profoundly influenced her mind, soul, and teaching philosophy. Sticking to the age-old Brahminical tradition of imparting knowledge, she chose teaching as her profession, believing that education is the foundation of a better, enlightened society. She strongly advocates for holistic learning, discipline, and character development, ensuring that students embrace cultural values, ethical principles, and a lifelong love for knowledge and wisdom.



The Role of a Teacher: A Lifelong Commitment

Many believe that teaching is an easy profession, but becoming a teacher requires unwavering dedication, continuous learning, and a deep understanding of students' psychology. Just as a doctor heals the sick, a teacher eradicates ignorance and nurtures intellect. The rigorous B.Ed. training convinced Bharti Mishra that teaching is no less than a noble medical profession—where the teacher is responsible for the intellectual, mental, and emotional well-being of students.

A teacher's duty is not limited to academic lessons but extends to instilling moral values, discipline, and cultural awareness. Bharti Mishra firmly believes that Hindi literature has the power to shape young minds, strengthen their character, and inspire a sense of national pride. As Hindi is the soul of India's linguistic heritage, it carries within it the rich traditions, wisdom, and ethos of the nation. Her mission is to preserve and promote Indian values, ethics, and traditions through education, ensuring that students not only excel academically but also grow into responsible citizens.





Neha H. Lodha
 Founder
Align and Thrive

Coaching & Personal Development
 @align_and_thrive



Scan me



NEHA HARDIK LODHA: BREAKING BARRIERS, UNLOCKING SUCCESS

From a struggling student to an Elite Success Coach, Neha Hardik Lodha's journey is nothing short of extraordinary. As the founder of Align and Thrive, she has transformed self-doubt into an unstoppable force of success—both for herself and the countless individuals she empowers.

Growing up in a small town, Neha was an unmotivated student who lacked self-belief. Even her parents didn't see the potential within her. But a single challenge from her brother changed everything. Determined to prove herself, she went from failing to scoring an impressive 87% in just 15 days. That moment revealed a powerful truth: mindset shapes reality.

Despite coming from a science background, Neha pursued the daunting path of becoming a Chartered Accountant (CA)—and passed on her very first attempt. The victories didn't stop there. She faced her fears head-on, enduring stitches without anesthesia, walking on fire, and even breaking an arrow with her neck—all to push beyond her mental limitations.

Today, Neha is on a mission to help professionals align their mindset with success. She has designed powerful programs like 'Breaking Barriers: Aligning Mindset with Success' and 'Success 360', guiding individuals to unlock their full potential.

She manifested the life of her dreams, from luxury living to becoming a mother against the odds. But this is just the beginning. Her vision? To help 100,000 professionals achieve balance in career, health, relationships, and wealth.



Charmy Malde Co Founder GauNeeti Organics

Dairy Farm
<https://www.gauneeti.in/>



Scan me



FROM CHEMICAL ENGINEER TO AGRIPRENEUR: THE JOURNEY OF CHARMY MALDE

Charmy Malde's inspiring transition from a Chemical Engineer to an Agripreneur is a testament to passion and purpose. As the co-founder of GauNeeti, she, alongside her husband Shreekant, has revolutionized dairy farming with a commitment to purity, sustainability, and innovation.

GauNeeti began with a simple mission—to provide pure, high-quality A2 Gir Cow dairy products while tackling food adulteration. What began with four cows has grown into a successful business with 100+ cows, providing premium milk, Bilona ghee, butter, paneer, and organic fertilizers.

But their vision went beyond dairy. They pioneered Cowdung Art, transforming waste into eco-friendly products like Ganesha idols, diyas, incense sticks, and rakhis, while empowering local women artisans. Their tech-driven approach, with a dedicated mobile app, streamlines operations and ensures efficiency.

What started with just four Gir cows and only Milk as a product has now flourished into a thriving dairy business with over 100 cows, providing Bilona Ghee, A2 Malai Paneer, A range of Healthy Ghee based Snacks, Panchgavya Products, Organic fertilizers, and even Eco-friendly Cowdung-based products. However, their journey was not without challenges—scaling up while maintaining quality was an uphill battle.

Today, GauNeeti has touched the lives of thousands of families, empowering farmers, artisans, and entrepreneurs alike. But this is just the beginning. With an unwavering commitment to sustainability, Charmy envisions a future where organic farming becomes mainstream, where technology drives efficiency, and where every household has access to truly pure dairy.



Want to know the full story of Charmy Malde's transformation? Scan the QR code and dive deeper into her incredible journey!



Chaital Vas
corporate lawyer
CVA Legal
Advocate



Scan me

CHAITAL VAS: A JOURNEY OF DETERMINATION, GROWTH, AND EXCELLENCE IN CORPORATE LAW

Chaital Vas's journey as a first-generation lawyer and solicitor is a testament to resilience, ambition, and the power of perseverance. From her early days navigating the rigid structures of a traditional law firm to carving out her own space in the legal world, she has built a practice rooted in trust, expertise, and a deep understanding of corporate clients' needs—all while balancing her family commitments with remarkable grace.

Coming from a background where the legal profession was uncharted territory, Chaital faced the initial hurdles of breaking into a field that often favors legacy and established networks. Determined to make her mark, she pursued her legal studies with diligence, excelling academically while also proactively building relationships within the profession. Her first role at a traditional law firm was both a learning ground and a proving ground. Here, she gained invaluable experience handling complex cases, understanding the nuances of corporate law, and refining her ability to offer strategic legal counsel.

Despite the prestige of working at an established firm, Chaital soon realized that her aspirations extended beyond the conventional career path. She had a vision of a more dynamic, client-focused approach—one where legal advisory went beyond transactions and became a cornerstone of business growth. This drive, coupled with her entrepreneurial spirit, led her to take the bold step of establishing her own practice.

Building a legal practice from the ground up was no easy feat. It required not only technical expertise but also business acumen, networking prowess, and an unwavering commitment to client success. Chaital dedicated herself to understanding the evolving needs of corporate clients, ensuring that her firm provided not just legal solutions but strategic guidance tailored to business objectives. Her ability to merge legal expertise with commercial insight quickly set her apart in the industry, making her the trusted advisor for businesses navigating growth, compliance, and risk management.





Meghna Pandya

Founder

Meghna Pandya Art

Art & Creative Services

 [pandya.meghna](https://www.instagram.com/pandya.meghna)



Scan me



MEGHNA PANDYA – PAINTING A FUTURE OF CHANGE

Meghna Pandya—fondly known as Maggi—is not just an artist; she’s a storyteller, a changemaker, and a mother who turned passion into purpose. From the quiet corners of her home to the global art scene, her journey is a testament to resilience and creativity.

As a dedicated Indian housewife and mother of two, Meghna’s life was a delicate balancing act—nurturing her family while staying true to her artistic soul. The challenges only intensified during the COVID-19 pandemic, pushing her limits as she juggled family responsibilities and societal expectations. But instead of stepping back, she stepped up.

Meghna found a way to blend her art with impact. She organized "Nijanand," a charity exhibition that raised crucial funds for a Rural Trust hospital in Anand, Gujarat. What started as a personal expression became a powerful tool for change.

Her art has since crossed borders, adorning homes in Philadelphia, San Diego, Nairobi, and beyond. Meghna has had the honor of painting esteemed figures like Shree Om Birla, Speaker of the Lok Sabha, and Mr. Sandeep Engineer, CMD of Astral Ltd. Her exhibitions—"Prakashna," "Vraj-Leela," and "Ninefold Insight"—have captivated audiences, merging culture with a social cause.

But Meghna’s journey doesn’t stop here. Her vision is clear—to use art as a bridge between inspiration and impact. What drives her? How did she break barriers? What’s next on her horizon?



Pinky Patel

Founder & Director

Blizzful Pink Eventt Pvt. Ltd

Avrttih BharatCare Foundation

Event Management



Scan me



PINKYY PATEL: THE FORCE BEHIND BLIZZFUL PINK EVENTT & AVRTTIH BHARATCARE FOUNDATION

But there's more to her story—a journey filled with resilience, ambition, and an unwavering commitment to making a difference. From organizing a 7-day trade fair with 500,000 attendees to hosting a media summit during the pandemic, Pinky's journey is one of breaking barriers and setting new industry standards. Every event she curates is not just a gathering but a gateway to opportunities, collaborations, and transformative growth.

We are contributing to India mission Atmanirbhar Bharat with Skill Development of 1000 entrepreneurs in next one year's time

Some individuals don't just organize events—they build legacies. Pinky Patel, the visionary founder of Blizzful Pink Eventt Pvt. Ltd., has redefined the landscape of event management and business recognition. From high-profile summits to luxury weddings, her company curates experiences that go beyond the ordinary, creating platforms where leaders, innovators, and entrepreneurs thrive.

Blizzful Pink Eventt is more than just an event management firm; it's a movement. By bringing together industry leaders, corporate giants, and government dignitaries, Pinky ensures that those shaping the future receive the spotlight they deserve. With prestigious awards hosted at elite venues like Raj Bhawan and Delhi's government halls, her events have become a benchmark for excellence.

Beyond awards, Pinky's expertise spans large-scale trade fairs, CEO summits, and boardroom discussions that drive real business impact.

Support 5000 women entrepreneurs by 2025 through SHG, cluster development, and skill programs.



Scan the QR code to uncover the full story of Pinky Patel's unstoppable rise—her vision, her challenges, and her journey to becoming an industry icon!



Scan me

Chaitali Khamar

Dietician | Women Hormones Coach |

Author | Speaker

HEALTHY LIFESTYLE EXPERT

Women Hormones Coach

<https://chaitalikhamar.com>



CHAITALI KHAMAR: A STORY OF PASSION, PURPOSE & PERSEVERANCE

Chaitali Khamar's journey is a testament to resilience, passion, and purpose. Despite marrying early and becoming a mother, she never let responsibilities hold her back. With an insatiable thirst for knowledge and a deep commitment to women's health, she turned her personal struggles into a mission - to empower women to take control of their hormonal health naturally.

Services & Products

Chaitali is the founder of Look Fit, Fine, and Fabulous, offering specialized coaching for women dealing with menopause, PCOS, and hormonal imbalances. She provides personalized wellness programs, fitness coaching, and business mentorship for dietitians, yoga instructors, and fitness professionals. Her expertise makes her a sought-after guide in holistic women's health.

Educational Background & Early Days

Coming from the small town of Mehsana, Chaitali studied Dietetics in Health & Nutrition while managing family life. She started as an intern dietitian at CIMS Hospital and later became a certified Diabetes Educator, Reebok Instructor, Image Consultant, and Life Coach. Specializing in gynecological nutrition, she applied her knowledge to heal herself from perimenopause and hormonal imbalances.

Birth of Entrepreneurship

Her own health struggles led to a powerful realization - women lacked proper guidance on menopause and hormonal health. She decided to bridge this gap, making it her niche. Through her programs, she has helped thousands of women regain their health, confidence, and vitality.





Scan me

Mansi Dasadia
Founder
Da Furniture Studio
Office Furniture
<https://dafstudio.in/>



MANSI DASADIA: REDEFINING CREATIVITY, INNOVATION, AND IMPACT

From designing exquisite furniture to creating thought-provoking social documentaries, Mansi Dasadia is a force of creativity and innovation. Her journey has been anything but conventional—balancing luxury design, impactful storytelling, and groundbreaking business solutions to reshape industries.

At the heart of her success is Da Furniture Studio, co-founded with her husband, Dhaval Dasadia. Together, they transformed the idea of luxury furniture, making high-end design accessible without compromising on elegance and quality. Recognized in Architectural Digest and Architect's Diaries, Da Furniture Studio is known for merging practicality with aesthetics, proving that luxury isn't just for the elite.

But Mansi's creativity doesn't stop at furniture. Her powerful documentaries tackle pressing social issues, from the sacrifices of Indian soldiers to the evolving entrepreneurial landscape of India. She has sparked national conversations, earning recognition from media giants like Sahara and Dainik Bhaskar. She even took on controversial topics like banned businesses and alcohol consumption, daring to challenge perceptions with bold storytelling.

Beyond design and filmmaking, Mansi's passion for education led her to create Gearon, a platform helping businesses innovate through design thinking. Her background at IIT and IIM shaped her structured approach to problem-solving, making her a sought-after mentor and strategist.



CA Diksha Chainwala Surana
CEO & Founder Director
**Connectingchains Reach
Pvt. Ltd.**



Scan me

Business Consulting and Services
<http://www.connectingchains.com>



FROM DREAMS TO REALITY: THE JOURNEY OF CA DIKSHA CHAINWALA SURANA

Born into a family that knew the value of perseverance, CA Diksha Chainwala Surana's journey is one of grit, ambition, and an unyielding drive to create impact. Her father moved to Hyderabad in search of a better life, instilling in her the courage to dream big. As the first Chartered Accountant in her family, Diksha carved her own path against all odds.

While pursuing CA, she shouldered financial responsibilities by taking tuition classes, proving that determination can turn struggles into stepping stones. Achieving her dream job at EY was a proud moment, yet she soon realized her true purpose went beyond financial expertise. She saw a gap—talented individuals struggling to find the right opportunities.

With her brother, she conceptualized Connecting Chains, a company bridging people services and financial solutions. In 2022, they took the bold leap into entrepreneurship. Today, Connecting Chains has a 90%+ success rate in recruitment and serves businesses across India, offering financial consulting and hiring solutions for both IT and non-IT sectors.

Beyond professional success, Diksha has embraced Jain culture, completed a full marathon, and helped individuals from remote villages secure jobs in cities. Her vision? To revolutionize recruitment, achieve a ₹100+ crore turnover, and impact 10 lakh lives.

As a woman entrepreneur from a Marwadi background, marriage brought new societal expectations, but she never let them hinder her ambitions. Her message? Never stop until you achieve your dreams. Luck follows those who work hard and smart.

Numbers & People – The Key to Business Growth is her mantra i.e strategizing growth- Through Finance and talent.





Nikita Deshaval

Founder

Zodiac Gifts

Corporate Gifting

 zodiacgifts90



Scan me



ZODIAC GIFTS: REDEFINING CORPORATE GIFTING WITH PASSION & INNOVATION

Corporate gifting is more than just an exchange of presents; it's an art of building relationships, fostering loyalty, and making lasting impressions. At Zodiac Gifts, we don't just sell products—we create experiences. But the journey hasn't been without challenges.

From managing high customer expectations to navigating fierce competition, every step has been a lesson in resilience. Clients demand thoughtful, customized gifts that align with their brand—often with tight budgets and strict deadlines. Add to that the ever-changing trends and seasonal rush, and it becomes a high-stakes balancing act.

GREAT GIFTING ISN'T ABOUT THE PRICE—IT'S ABOUT THE THOUGHT, THE CONNECTION, AND THE LASTING IMPACT IT CREATES.

What sets Zodiac Gifts apart is our commitment to innovation and personalization. We go beyond conventional gifting, curating items that tell a story—whether it's an eco-friendly keepsake, a high-tech gadget, or a customized piece that feels truly special.

Our milestones speak volumes. From witnessing the evolution of corporate gifting to leading the shift toward sustainable and digital gifting solutions, we have embraced change while staying true to our vision. And the future? It's all about deeper personalization, ethical sourcing, and using technology to enhance the gifting experience.

At Zodiac Gifts, we believe every gift carries meaning. It's not just about what's inside the box—it's about the emotions, connections, and brand stories it represents.



Dr. Jalpan Lala

Marketing and Branding

Strategist, Business and Life

Coach

<https://www.linkedin.com/in/dr-jalpan-lala-5a669b4/>



Scan me

DR. JALPAN LALA: THE VISIONARY BEHIND TRANSFORMATIONAL BRANDING & BUSINESS GROWTH



Her personal story is just as inspiring. Navigating male-dominated industries, balancing a demanding career with motherhood, and building a business from scratch, she exemplifies determination and vision. Her mission? To empower entrepreneurs—especially women—by providing the tools, knowledge, and resources to build sustainable, impactful businesses.

As the recipient of multiple prestigious awards, including the Dynamic Woman Entrepreneur of the Year 2024, Dr. Lala's influence extends far beyond branding—she is shaping the future of entrepreneurship.

But this is just the beginning of her journey. Want to know how she overcame challenges, redefined branding strategies, and continues to drive business success worldwide?

Dr. Jalpan Lala is a dynamic entrepreneur, business strategist, and renowned life coach, reshaping the landscape of marketing, branding, and entrepreneurship. With over two decades of experience working with national and global organizations, she has built a powerful reputation for helping businesses thrive.

From claims management to startup mentorship, Dr. Lala's journey spans multiple industries, making her a go-to expert in branding, sales strategy, and business intelligence. Whether it's guiding MSMEs or shaping high-impact marketing campaigns, she has an innate ability to turn ideas into success stories.

Beyond her professional achievements, Dr. Lala is an award-winning speaker and thought leader, advocating for ethical entrepreneurship and the power of human intelligence in business. She believes that success isn't just about strategy—it's about values, authenticity, and resilience.



Types of Startup Metrics



MRR

Monthly Recurring Revenue
monthly total of paid customer fees



ARR

Annual Recurring Revenue
recurring revenue on an annual basis



ARPA

Average Revenue per Account
 $MRR / \text{Total \# of Customers}$



Gross Profit

total revenue minus the cost of goods sold



TCV

Total contract value
value of one-time and recurring charges



ACV

Annual contract value
value of a contract over a year



LTV

Lifetime Value
prediction of the net profit from the entire future relationship with customer



Deferred Revenue

amount that was received by a company in advance of earning it



Billings

current quarter revenue + deferred revenue from previous quarter



CAC

Customer Acquisition Cost
full cost of acquiring one user



Concentration Risk

revenue from largest customer / total revenue



DAU

Daily Active Users
users other than one-time users per day



MAU

Monthly Active Users
users other than one-time users per month



Number of logins

how often users come back to the service



Activation rate

number of users taking a specific action to get value out of a product



MoM Growth Rate

Month-on-Month Growth
average of monthly growth rates



CMGR

Compounded Monthly Growth Rate
 $(\text{Latest Month} / \text{First Month})^{(1/\# \text{ of Months})} - 1$



Monthly Churn Rate

lost customers this month / prior month total



Retention by Cohort

% of original installed base (1st month) that are still transacting



Gross Churn Rate

MRR lost in a given month / MRR at the beginning of the month



Net Churn

(MRR lost - MRR from upsells) this month / MRR at the beginning of the month



Cash Burn Rate

Monthly cash burn rate



Total Addressable Market
revenue opportunity available for a product



projection of current MRR into the future, annualized

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How To Sell Anything to survive



How to Work From a Coffee Shop

sit next to a
**reliable-
looking**
stranger
they can
watch your
things when you
use the restroom

wear
headphones
to minimize
the noise

sit next to
good lighting
it will boost your
productivity

sit in a
corner
for more
privacy

find a
**power
outlet**
before you
settle
down

look for
larger
coffee shops
they are more
spacious

sit in the
**biggest
chair**
you can find
so you can move
around in it

wear
**layered
clothes**
so you can adjust to

bring
your water
so you don't
interrupt yourself

buy
one drink
you do not
want to
overcaffeinate

HOW TO FAIL A STARTUP



build what you think people want even if it is not



don't listen to your users



fight with co-founders endlessly



try to do everything yourself



run out of money before becoming profitable



burn out from overworking



scale before you figure out what your product is



hype up your startup, but don't improve the product



create bot users to fake growth



raise so much money that you can't show growth in the next round



don't use your own product



focus of the number of users, not on what they are doing with your product



hire more people just to show you are growing



do only what investors tell you



HOW TO BE UNHAPPY



1. Try to fulfill other people's expectations



2. Set vague expectations for yourself



3. Spend your energy on self-loathing



5. Be positive only because you must be happy



6. Define yourself by your past, not your future



4. Surround yourself with people who don't believe in you



7. Compare yourself to people you don't know well



8. Accept that you will never change



9. Make sure everyone likes you



10. Never express how you really feel



11. Avoid conflict at all cost



12. Ignore your intuition



13. Allow your work to be unnoticed



14. Borrow your principles from someone else



15. Adopt rules that you can't follow



16. Try to justify your past



17. Avoid being alone with yourself



18. Count on your luck



19. Always fill the silence with something



20. Try to change people



21. Be sorry for yourself



23. Miss all opportunities that come your way



22. Hesitate



24. Believe you are special without knowing why



25. Pretend you are ok when you are not



26. Spend energy on blaming



28. Try to change your personality



27. Believe it is too late to change things





"India's Leading Honor for Women Entrepreneurs - The Fempreneur Awards"

Fempreneur Award Winners



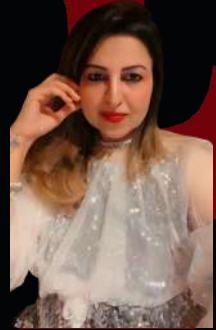
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"A successful woman is one who can build a firm foundation with the bricks others have thrown at her."

Fempreneur Award Winners



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"The strongest actions for a woman are to love herself, be herself, and shine amongst those who never believed she could."

Fempreneur Award Winners



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"Success isn't about how much money you make, it's about the difference you make in people's lives."

Fempreneur Award Winners



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**"Your voice, your ideas, your dreams
– bring them to life and change the world."**

Fempreneur Award Winners



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"If people are doubting how far you can go, go so far that you can't hear them anymore."



"India's Prestigious Business Honor - The Vyapaar Ratna Awards"

1 MILLION ENTREPRENEURS INTERNATIONAL FORUM

Revolutionary Business platform offering 360-degree support system to Growing Entrepreneurs.





"India's Premier Recognition for Sustainable Leaders - The Greenpreneur Awards"





JOIN AS AN AUTHORIZED PARTNER



Put your brand in the spotlight with
India's Fastest growing publication

**LIMITED
OFFER**



Empower Entrepreneurs with VyapaarJagat.com!

Make your brand stand out today!

WHY PARTNER?

- ✓ Exclusive Recognition as the ONLY VyapaarJagat.com Partner in your district
- ✓ 100 Credits for Business Stories & Directory Listings (valid for 1 years)
- ✓ Access to Special Credit Packs at exclusive rates
- ✓ Dedicated Support & Training to ensure success
- ✓ Networking Opportunities at the Annual Partner Summit

WHO CAN JOIN (PREFERRED PARTNERS)?

- ✦ PR & Media Agencies
- ✦ Digital Marketing, SEO & Advertising Agencies



**Secure Your City Before Someone Else Does! We allow only one partner per city.
Partner with us today and claim your exclusivity!**



For 8 years, VyapaarJagat.com has supported thousands of businesses through publications and awards, **driving our mission to enhance the lives of 1 million entrepreneurs.**



APPLY NOW

Partner application is subject to approval.

WE ARE A CREATIVE DESIGN AGENCY



ABOUT

BIGWORKS DESIGN STUDIO IS AN EMINENT, INDEPENDENT CREATIVE DESIGN AND VIDEO PRODUCTION STUDIO.

BRAND IDENTITY

SERVICES

Logo | Brand Guideline | Visual Identity | Stationary | Editorial | Signage

UI/UX DESIGN

Mobile App | Website | Web App | Dashboard | Prototype | Responsive

VISUAL DESIGN

2D Illustration | 3D Illustration | Graphic Design | Social Media Design | Animation | Marketing Design

DIGITAL MARKETING

Social media marketing | Search engine optimization | Content marketing | Meta Business Suite

CAMPUSDEANTM

INNOVATION AND EXCELLENCE SCHOOL ERP FOR YOUR CAMPUS



School ERP Modules

- Live Classroom
- HR Management
- Fees Management
- Exam Management
- Hostel Management
- Library Management
- Student Management
- Account Management
- Timetable Management
- Employee Management
- Transportation Management

**BOOK
FREE
DEMO**



Why CAMPUSDEAN?

- Protective Multitasking
- System Personalization
- Better Exam Administration
- Managing Multiple Schools
- Online Fee Payment is Easy
- Better Manage Student Inquiry
- 1500+ Customized Examination Reports
- Attendance Tracking in Just a Few Clicks
- Parents Receive Updates Regarding Their Child

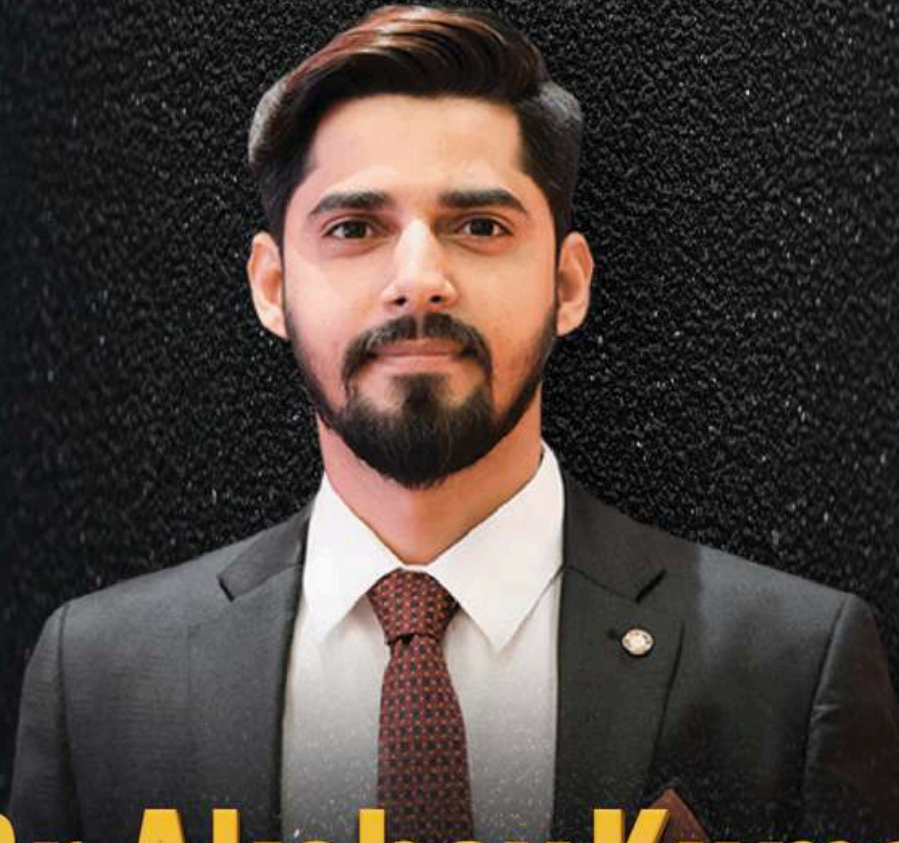
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Most Premium
Real Estate Developer in
DHOLERA SMART CITY



Dr. Akshay Kumar

Founder & Director

(BroGhar Realty Pvt. Ltd.)

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Established in 2016, **BroGhar Realty Pvt. Ltd.** is most premium Real Estate Developer in Dholera Smart City. With years of presence in the territory, BroGhar understands Dholera's future like no one else.

BroGhar Realty holds 7 Residential Plotting Schemes around Dholera SIR region, all of them with common USP - **Most Strategic Location.** This ensures that each & every investor gets best Return On Investment.

Our Schemes



Industrial
Land



Commercial
Land



Residential
Land



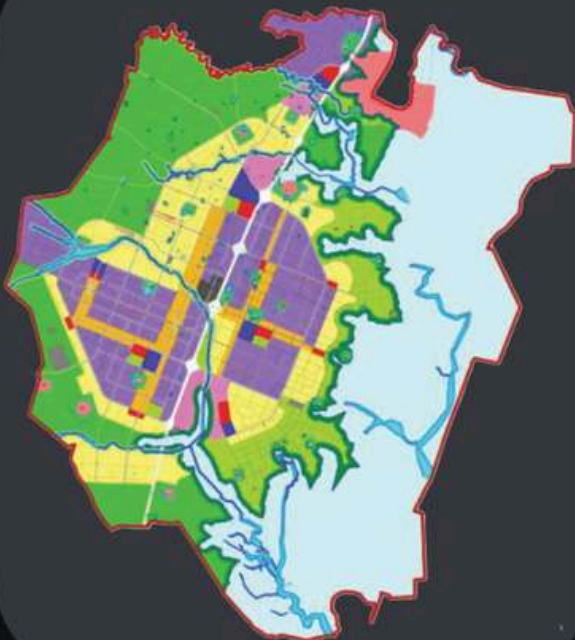
Agriculture
Land



Plotting
Schemes

Why to invest in **DHOLERA?**

DHOLERA HIGHLIGHTS



- Spread in **920 sq.kms**
- Ahmedabad Dholera Expressway**
- Dholera International Airport**
- 91,000 Crore** project by TATA
- World's biggest maritime museum - LOTHAL**
- World's largest Solar Park**
- 1st Green Field Smart City**
- 1st Smart City on DMIC**
- 6.5 kms. Stretch of River Front**



“50 Years of Excellence”

Global Leaders in Color & Chemicals

Saujanya Exports, Manufacturers & Exporters, specializes in Natural/Synthetic Food Colors, Dyes, Pigments, and Chemicals. With a strong global presence across 20+ countries, we are proud members of Gujarat Chamber of Commerce, Chemexcil, and the Indo-Australian Chamber of Commerce.

A Government of India recognized export house and a flagship export company of the Saujanya Group, we are a leading manufacturer and exporter of:



Our Products

Exporting of Food Colours, Lake Colours, FD&C Colours, D&C Colours, Blended Food Colours, Solvent Dyes, Acid Dyes, Direct Dyes, Reactive Dyes, Basic Dyes, Salt Free Liquid Dyes, Liquid Basic Dyes, Ink Colours, etc...

Quality Standards

We believe in never compromising on quality and being ahead in today's race of technology advancement. We have a cutting edge laboratory with highly skilled chemists who check and maintain quality on all the products.

Why Saujanya?

Due to our dynamic marketing, we have been growing at a rapid pace and we aim to remain on that path by promising great customer service, building everlasting relationships, and delivering quality products in a timely manner.

Contact Us

B1-1401 to 1406, Palladium, 80 Ft. Corporate Road, Prahlad Nagar, Ahmedabad 380015, Gujarat, India.



+91 79297 02047, +91 98240 29132

saujanyaexports@gmail.com

saujanyaexports.com



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Do You Have....?

- A desire to assist others?
- A desire to make a significant impact on an industry or community?
- A desire to leave a lasting legacy by sharing knowledge and experiences with others?
- A desire for personal and professional growth by reaching the next level?
- A desire to contribute to society?
- The ability to manage your own time?"

Aspire to....?

- Build a steady stream of recurring, continuous passive income?
- Elevate your visibility and credibility in your industry or community?
- Cultivate expertise in relationship development and cutting-edge marketing strategies?
- Secure recognition as a respected leader in your field?
- Widen your networking horizons and connect with a diverse and influential community?
- Explore mentorship opportunities, sharing and gaining valuable insights?
- Utilize Platform for Marketing & Sales?
- Connect with new business owners and entrepreneurs?

if your answer

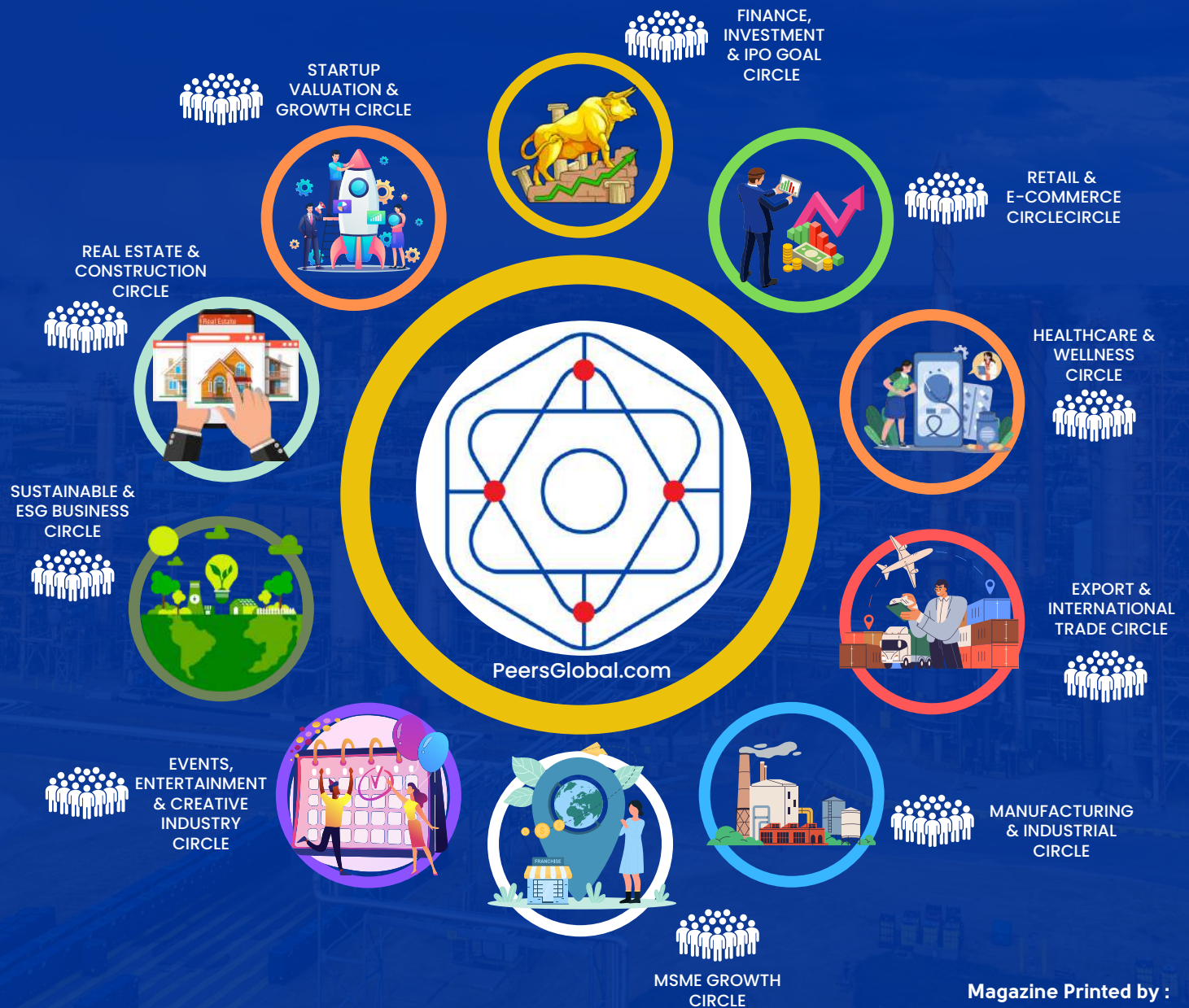
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OPPORTUNITY TO CHANGE THE WORLD

LEAD THE LEADERS BECOME A CIRCLE FOUNDER

P K P P P P P P P P P P



TALK TO US

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