

# SheTrades and UPS Project

## EMPOWERING WOMEN ENTREPRENEURS IN INDIA

Hosted by ITC SheTrades & INDIA SME FORUM

Supported by the Ministry of Micro, Small & Medium Enterprises, Govt. of India



SheTrades



## Partners



SheTrades



## Corporate Partners



## Introduction to Project

The International Trade Centre (ITC)'s SheTrades initiative aims to connect three million women entrepreneurs and women-owned businesses to international markets by 2021.

This program is being executed in Vietnam-Mexico-Nigeria-India, which comprises tailored capacity building activities to improve competitiveness, and strengthening the online offerings, and personalized coaching & mentoring of select WOBs around three broad themes: digital transformation, access to finance and resilience.

ITC SheTrades and UPS Foundation have joined forces with India SME Forum in their shared mission to help Indian women-owned businesses succeed in international markets. Under this project, we work to provide training, skills and growth opportunities that allow women entrepreneurs to better understand and benefit from trade. The project is aligned with the UPS Women Exporters Program, designed to train thousands of women and enable exports.

# Objectives

Digital Transformation : Covid-19 has rapidly accelerated the transition to digital trade and e-commerce. Hence, the Digital Transformation program aims to enable women entrepreneurs who are exporters or near ready exporters to adopt digital technologies, access e-commerce marketplaces and strengthen cybersecurity to access global markets and address changing business and market requirements not just in the light of Covid-19, but also enable them to export online.

Access to Finance :This program aims to help women owned businesses (WOBs) to gain the financial and investment necessary skills to access the financing sources needed by their businesses and to create an alliance of patient and development friendly impact investors, commercial banks, microfinance institutions and Development Finance Institutions to commit funding to WOBs.

Lifetime Opportunity for Women in Business



**SheTrades and UPS Project**  
EMPOWERING WOMEN ENTREPRENEURS IN INDIA

**Sustainable Growth of Business**  
Digital Transformation  
Access to Finance  
Exposure to International Markets

Launch on: 9<sup>th</sup> September 2020 4:30 PM IST  
Visit <https://bit.ly/2R1bCDG> to Register



9<sup>th</sup> September 2020

**SheTrades and UPS Project**  
Empowering Women Entrepreneurs in India

ITC SheTrades and UPS Project, along with UPS Foundation is launching an exclusive initiative in India for Export ready and near export ready Women Led & Women Owned Businesses (WOBs), hosted by India SME Forum, with an aim to increase the participation of Women Entrepreneurs in global trade by improving their competitiveness, providing them solutions for trade logistics and strengthening their support ecosystem to generate growth opportunities.

Initiative Goal: Connect Three Million women to global trade markets by 2021

Initiative Impact & Outcome: Finance, Exports & e-commerce help, FREE for Women Entrepreneurs in India, from SheTrades Geneva

Register Now

Speakers



Mr. A. K. Sharma,  
Secretary,  
Ministry of MSME, GOI



Ms. Akka Arora,  
Joint Secretary SME,  
Ministry of MSME, GOI



Mr. Ed Marmon,  
President,  
UPS Foundation



Ms. Dorothy Tembo,  
Asstt. Executive Director,  
International Trade Centre



Ms. Vanessa Brogiglio,  
Head - SheTrades Initiative &  
Chief - Sustainable and Inclusive  
Value Chains, ITC



Ms. Maria Luisa,  
Vice President,  
Global Public Affairs, UPS




Mrs. Anni Kore,  
Owner,  
Rajasthan Rangrez



Ms. Shilpi Mehta,  
Owner,  
BioQ Eco Solutions



Mrs. Manisha Dhanak,  
Managing Director,  
Varun Agro Food



Mr. Zahid Kaler,  
Chairman,  
India SME Forum



Mr. Vinod Kumar,  
Hon. President,  
India SME Forum



Ms. Sushma Marthania,  
Director General,  
India SME Forum

**a. Launch of Pilot Program on 9th September 2020 -**

The project in India was launched by  
Shri A K Sharma, Hon'ble Secretary  
Ministry of Micro, Small & Medium Enterprises,  
Smt. Alka Arora, Joint Secretary, MoMSME;  
Ms. Dorothy Tembo, Acting ED of ITC;  
Mr. Ed Martinez, President - UPS Foundation ;  
Ms. Maria Luisa Boyce, VP -Global Public Affairs, UPS;  
Ms. Anna Mori, ITC Project Manager, ITC;  
Mr. Prahlad Kakar, Chairman, India SME Forum;  
Mr. Vinod Kumar, Hon. President, India SME Forum  
Ms. Sushma Morthania, Director General, India SME Forum.

The launch was attended by 338 Women  
Entrepreneurs





# Campaign Promotion on Social Media

9 Sep at 10:38 pm

A SheTrades, Geneva and UPS Foundation Project hosted by India SME Forum for Empowering Women Entrepreneurs in India."

Launched on 9th September 2020 by Shri. Arvind Kumar Sharma, Hon'ble Secretary - Ministry of MSME, Govt. of India

For more information visit us at [www.indiasmeforum.org/shetrades/](http://www.indiasmeforum.org/shetrades/)

#indiasmeforum #RebuildingMSMEs #supportsmallbusiness #covid19response #womeninbusiness #womenentrepreneurs ITC SheTrades UPS Ministry of Micro, Small and Medium Enterprises, Government of India The INDIA SME FORUM Varun Agro Processing Foods Pvt Ltd Rajasthani Rangrez BioQ eco solutions

**SheTrades and UPS Project in India**

EMPOWERING WOMEN ENTREPRENEURS IN INDIA for Exports with Access to Finance, Digital Transformation & Building Resilience for Growth

Launched on 9th September 2020 by **Mr. A. K. Sharma**, Secretary, Ministry of Micro, Small & Medium Enterprises, GOI

in the presence of **Ms. Dorothy Tembo**, Acting Executive Director, International Trade Centre, **Ms. Alita Arora**, Joint Secretary, MSME, Ministry of MSME, GOI

WhatsApp

18 Sep at 7:01 pm

Last 3 Days to Apply Finance, Exposure to International Markets and Digital Transformation for Women Entrepreneurs in India. Applications Open Now for... See more

**100 WOMEN WILL BE CHOSEN**

**will you be one of them...**

**SheTrades and UPS Project**  
EMPOWERING WOMEN ENTREPRENEURS IN INDIA

This Lifetime Opportunity offers Training & Support for Women in Business on

Finance | Online Sales & E-Commerce | Export Promotion in International Exhibitions Handholding & Mentorship for Accelerating Business Growth | Trademarks & Patent Facilitation | Product & Packaging Design & Prototyping | Branding & Marketing

**LAST 3 DAYS TO APPLY**

20 Sep at 5:30 pm

Last Day to Apply Finance, Exposure to International Markets and Digital Transformation for Women Entrepreneurs in India. Applications Open Now for S... See more

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**LAST DAY TO APPLY**

WhatsApp

6 Sep at 12:16 pm

Women Entrepreneurs, find how you can get Access to Finance, Exposure to International Markets and Digital Transformation for Resilience & Sustainable... See more

**Lifetime Opportunity for Women in Business**

**SheTrades and UPS Project**  
EMPOWERING WOMEN ENTREPRENEURS IN INDIA

Sustainable Growth of Business | Digital Transformation Access to Finance | Exposure to International Markets

Launch on 9th September 2020 4.30 PM IST  
Visit <https://bit.ly/2R1bCDG> to Register or Txt SheTrades to 77100 00944

India SME Forum @SMEForumIndia

Last Day to Apply "Empowering Women Entrepreneurs in India." Apply Now on [bit.ly/2Zn727D](https://bit.ly/2Zn727D) #IndiaSMEForum

**100 WOMEN WILL BE CHOSEN**

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**LAST DAY TO APPLY**

Vinod Kumar and 9 others

5:35 pm · 20 Sep 20 from मुंबई, भारत · Twitter for Android



8 Sep at 11:28 am

Women Entrepreneurs, find how you can get Access to Finance, Exposure to International Markets and Digital Transformation for Resilience & Sustainable Growth in Business.

A SheTrades, Geneva and UPS Foundation Project hosted by India SME Forum for Empowering Women Entrepreneurs in India."

Launch on 9th September 2020 at 4:30 pm.

Register Now on <https://bit.ly/2R1bCDG>

#indiasmeforum #supportsmallbusiness #Covid19Response #ITC #ups ITC SheTrades International Trade Centre UPS The INDIA SME FORUM Ministry of Micro, Small and Medium Enterprises, Government of India BioQ eco solutions Varun Agro Processing Foods Pvt Ltd Rajasthani Rangrez Prahad Kakar School of Branding & Entrepreneurship

**Lifetime Opportunity for Women in Business**

Mr. A. K. Sharma, Secretary, Ministry of Micro, Small & Medium Enterprises, GOI  
Ms. Dorothy Tembo, Acting Executive Director, International Trade Centre  
Ms. Alita Arora, Joint Secretary, MSME, Ministry of MSME, GOI  
Ms. Vinod Kumar, Secretary, Ministry of MSME, GOI  
Ms. Prahad Kakar, Secretary, Ministry of MSME, GOI

## Call for Applications for Pilot of 100 WOBs –

The call for application was announced on 9th September and applications were invited for the Digital Transformation Program starting from 10th September 2020 to 20th September 2020, through various outreach programmes & promotion campaigns including, Emails to WoBs from among India SME Forum Members, Subscribers, and Women Entrepreneurs across India, through Email, SMA and social media campaigns.

The campaign received over 2000+ responses of which we made a first shortlist of 278 WoBs, based on primary eligibility of the programme considering their industry sector and ownership in the business.

After due diligence and personal Interview round, between 5th – 10th October 2020 - 55 WOBs were selected for Digital Transformation Program from sectors including textile and apparel handicrafts, beauty and wellness, and agri-business, with basic digital and business management strategies.

The selection was made by the selection committee comprising of the Chairman, President & DG of India SME Forum along with 3 leading women entrepreneurs.



**SheTrades and UPS Project**  
EMPOWERING WOMEN ENTREPRENEURS IN INDIA

**100 WOMEN WILL BE CHOSEN**



*will you be one of them...*



The Hon'ble Secretary of Ministry of Micro, Small and Medium Enterprises, Govt. of India, Shri A. K. Sharma, launched an exclusive initiative in India for Women Entrepreneurs, organised by International Trade Centre, SheTrades, Geneva, along with UPS Foundation and India SME Forum. This initiative is for Export ready and near export ready Women Led & Women Owned Businesses (WOBs), with an aim to increase the participation of Women Entrepreneurs in global trade by improving their competitiveness, providing them solutions for trade logistics and strengthening their support ecosystem to generate growth opportunities. The Initiative will help Women in Digital Transformation, Access to Finance, Sustainable Growth and Resilience as well as Exposure to International Markets.

**This Lifetime Opportunity offers Training & Support to Women in Business on**

- Finance
- Online Sales & E – Commerce
- Export Promotion in International Exhibition
- Handholding & Mentorship for Accelerating Business Growth
- Trademarks & Patent Facilitation
- Product & Packaging Design & Prototyping
- Branding & Marketing

**Eligibility Criteria:**

- Any Woman more than 18yr of age.
- Owner of more than 30% of an Enterprise, while also Running & Managing it.
- Registered Enterprise with an Udyog Aadhar or Udyam Registration & PAN.
- Exporter or Near Readiness to Export.
- Products & Services – Wellness | Beauty | Textile | Garments | Agri Business | with Export potential

Application Deadline is 20th September 2020.

For more information [click here](#).

**Apply Now**

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Microsite :

<http://womenentrepreneursforum.org/shetrades/>

Total Registrations & Attendees at the Launch Webinar  
338 WoBs

Total Respondents to the Campaign : 2000+

Total Shortlisted Applicants : 273 WoBs

Final Shortlist post personal Interview with Selection  
committee :

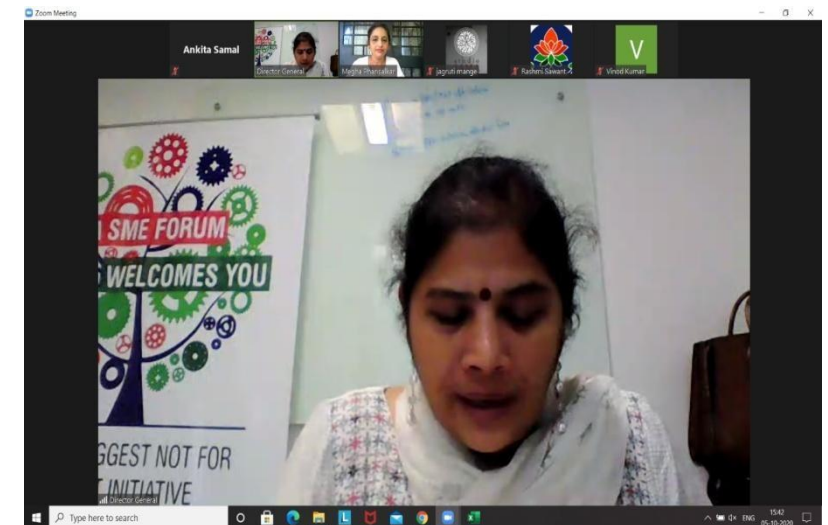
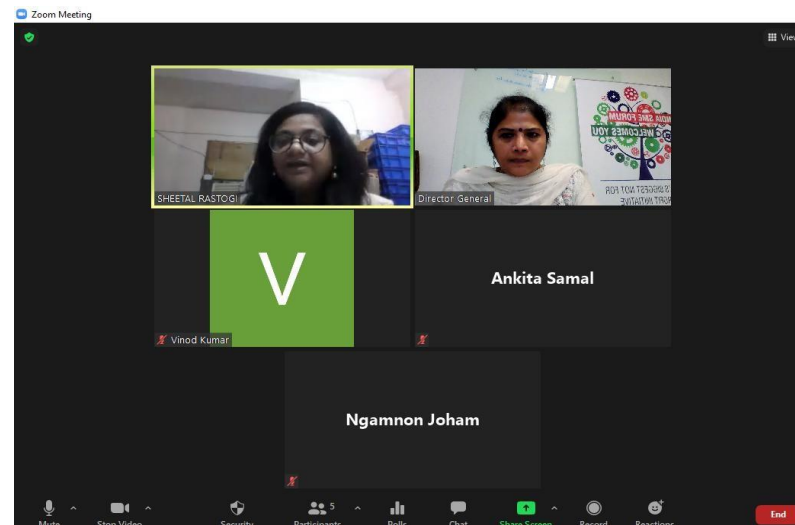
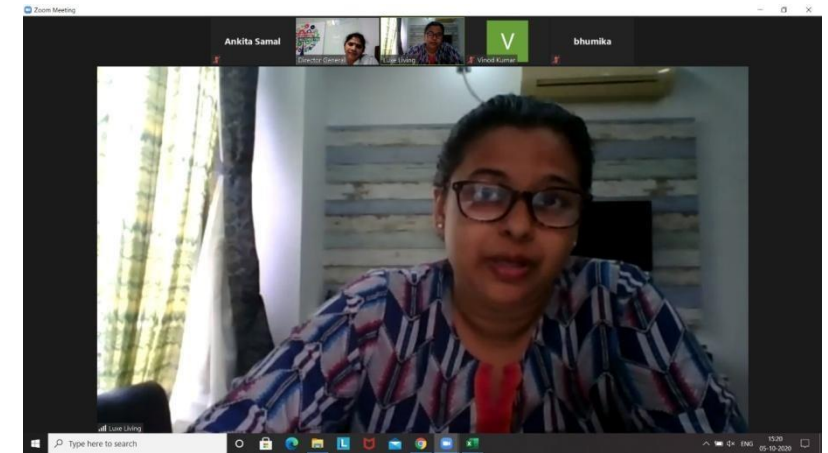
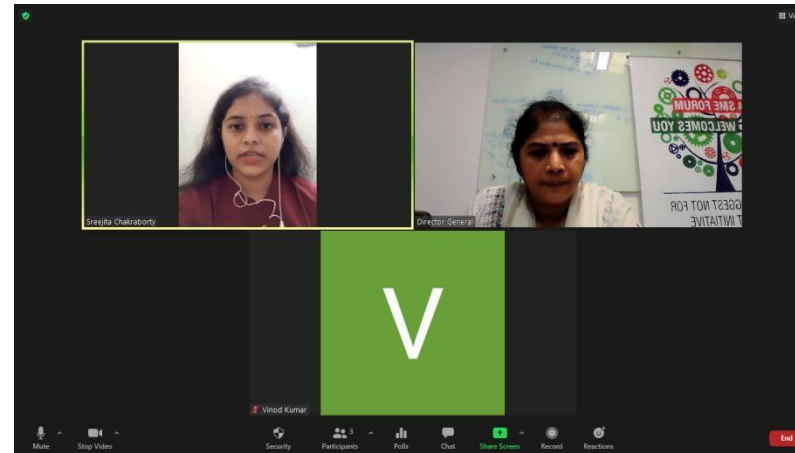
Digital Transformation : 55 WoBs

Access to Finance : 49 WoBs





## Selection Process – Interview Round



# EMPOWERING WOMEN ENTREPRENEURS

## ITC SheTrades and UPS Project

hosted by India SME Forum

### 65 SELECTED WoB BENEFICIARIES



# CONGRATULATIONS



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SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

Selected WoBs for  
Access To Finance &  
Digital Transformation

## **Training Online –**

Selected 55 WOBs have gone through the training program from 15th Oct 2020 to 17th Oct 2020, on three broad concepts – Digital Marketing, E – Commerce and Considerations when Conducting Business Online.

The training calendar was as follows :

Digital Marketing – 15th October 2020 E-Commerce- 16th October 2020

Regulations & Basic Considerations of doing business online – 17th October 2020

## **Coaching Session –**

Selection committee selected the most prospective & promising 36 WOBs out of 55 WOBs who undertook the training sessions. These 36 WOBs have gone through the coaching sessions with an expert coach, from 19th Oct 2020 to 23rd Oct 2020 in the group of 5, based on profiles, digital readiness and product/ services offered.

Post Coaching sessions 25 WoBs have emerged as exceptional women entrepreneurs and are the final Beneficiaries of the Digital Transformation and 11 WoBs for Access to Finance project in India launched by SheTrades & UPS. These WoBs were selected based on their improvement in the way of doing their business and export readiness and presence on different E-commerce platforms post completing both the Training & Coaching sessions.



## Webinar I : Digital Marketing



# DIGITAL TRANSFORMATION - I

## DIGITAL MARKETING

Thursday, 15<sup>th</sup> October 2020, 1600 hrs onwards



**Ms. Anna Mori**  
SheTrades, Project Manager,  
ITC



**Ms. Sushma Morthania**  
Director General,  
India SME Forum



**Mr. Rachid Fergati**  
Managing Director, Middle  
East and Indian Subcontinent, UPS



**Mr. Biplab Paul**  
Regional Marketing Manager,  
Alibaba Cloud India



**Mr. Rajesh Menon**  
MD, Impact Marketing Services,  
Digital Marketing Guru

**ITC SheTrades and UPS Project, Hosted by India SME Forum**  
**55 Selected WoB Beneficiaries**



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## Webinar 2 : E - Commerce



# DIGITAL TRANSFORMATION -2 E COMMERCE


Friday, 16<sup>th</sup> October 2020, 1600 hrs onwards



**Ms. Anna Mori**  
SheTrades, Project Manager,  
ITC



**Ms. Sushma Morthania**  
Director General,  
India SME Forum



**Mr. Vinod Kumar**  
Hon. President,  
India SME Forum



**Ms. Maria Luisa Boyce**  
Vice President,  
Global Public Affairs, UPS



**Ms. Susan Zimmerman**  
International Public Affairs Director,  
UPS



**Mr. Pranav Bhasin**  
Director – MSME & Seller Experience,  
Amazon.in



**Ms. Aditi Atre**  
Owner  
Rajasthani Rangrezz




**Mr. Rajesh Menon**  
MD, Impact Marketing Services,  
Digital Marketing Guru


**ITC SheTrades and UPS Project, Hosted by India SME Forum  
65 Selected WoB Beneficiaries**



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## Webinar 3 : Basic Considerations for Doing Business Online



### DIGITAL TRANSFORMATION -3 REGULATIONS & BASIC CONSIDERATIONS FOR DOING BUSINESS ONLINE

Saturday, 17<sup>th</sup> October 2020, 11:00 hrs onwards



**Mr. Rajesh Menon**  
MD, Impact Marketing Services,  
Digital Marketing Guru



**Mr. Mayank Dikshit**  
Head of Quality Engineering,  
Quick Heal



**Mr. Vinod Kumar**  
Hon. President,  
India SME Forum

**ITC SheTrades and UPS Project, Hosted by India SME Forum  
65 Selected WoB Beneficiaries**



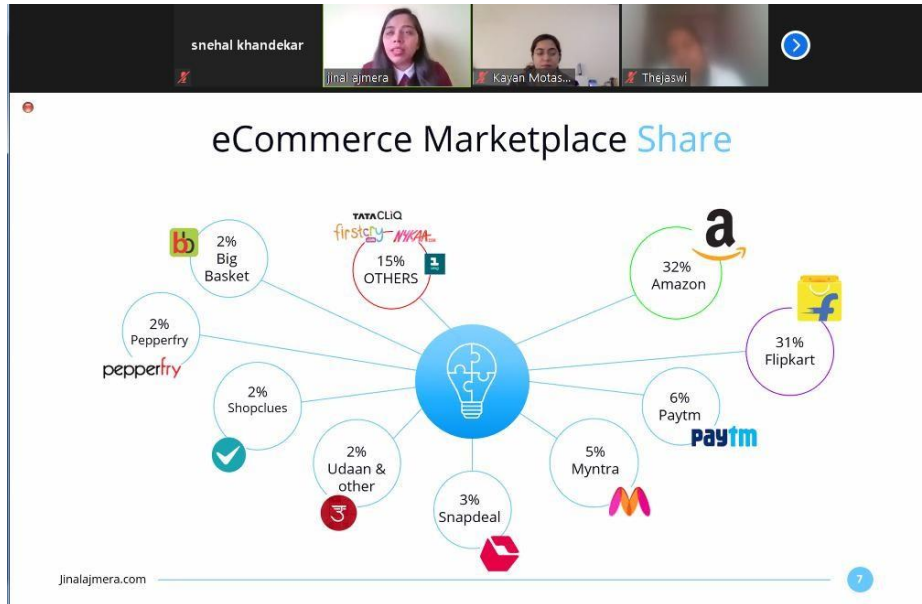
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# One - to – One Coaching Sessions



Recording

snehal khandekar

Jinalajmera

Suchita Kharat

Dipali Chandak

INDIA SME FORUM

ups

## Going live on Marketplace

- 01 Search for the suitable Marketplaces → Research
- 02 Register and List your products → Right - Content and Images
- 03 Price management and competitor analysis → Discount
- 04 Order and Inventory Management, Returns and cancellations → Operations
- 05 Review and Feedback Management, Promotions and Branding → Visibility
- 06 Payment Reconciliation and overall Business → Profitability

Jinalajmera.com

Recording

snehal khandekar

Jinalajmera

Kayan Motas...

Thejaswi

## SELECTING THE RIGHT MARKETPLACE ?

	Amazon	Flipkart	Paytm	Big Basket	Pepperfry	Firstcry	Myntra	Snapdeal	Udaan	Shopclues
Fashion & Apparel	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Food, Beverages & Groceries	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Baby Product	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Cosmetics & Beauty	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Furniture & Home decor	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pharma	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Electronic	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mobile	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Luxury	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

INDEX:

Fashion & Apparel

Food, Beverages & Groceries

Baby Product

Cosmetics & Beauty

Furniture & Home decor

Pharma

Electronic

Mobile

Luxury

Jinalajmera.com



## Bootcamp Day I : Strategic Business Planning



# ACCESS TO FINANCE BOOTCAMP DAY I STRATEGIC BUSINESS PLANNING

Saturday, 24<sup>th</sup> October 2020, 1600 hrs onwards



**Mr. Ravinder Bhan**  
Global Strategy Director,  
TPS World Advisory Group



**Ms. Kritee Sharma**  
Associate Programme Officer,  
ITC - Shetrades



**Ms. Sushma Morthania**  
Director General,  
India SME Forum

**ITC SheTrades and UPS Project, Hosted by India SME Forum**  
**49 Selected WoB Beneficiaries**



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## Bootcamp Day 2 : Financial Management



## ACCESS TO FINANCE BOOTCAMP DAY 2 FINANCIAL MANAGEMENT

Monday, 26<sup>th</sup> October 2020, 1600 hrs onwards



**Mr. Mayuresh Deosthale**

Managing Partner,  
Nexgen CFO LLP



**Mr. Sunil Daga**

Senior Executive Vice President  
and Head Business Lending Solutions  
Kotak Mahindra Bank



**Ms. Sushma Morthania**

Director General,  
India SME Forum

**ITC SheTrades and UPS Project, Hosted by India SME Forum**  
**49 Selected WoB Beneficiaries**



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## Bootcamp Day 3 : HR, Sales and Marketing



# ACCESS TO FINANCE BOOTCAMP DAY 3

## HR, SALES AND MARKETING

Tuesday, 27<sup>th</sup> October 2020, 1600 hrs onwards



**Ms. Larissa Pinto**

HR Solutions Design &  
Client Delivery, DiYHr



**Mr. Vinod Kumar**

Hon. President,  
India SME Forum



**Ms. Sushma Morthania**

Director General,  
India SME Forum

**ITC SheTrades and UPS Project, Hosted by India SME Forum**  
**49 Selected WoB Beneficiaries**



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## Bootcamp Day 4 : Interaction with Banks & Financial Institutions



# ACCESS TO FINANCE BOOTCAMP DAY 4

INTERACTION WITH BANKS & FINANCIAL INSTITUTIONS

Wednesday, 28<sup>th</sup> October 2020, 1600 hrs onwards



**Mr. T. R. Bajalia**  
Former DMD,  
SIDBI



**Mr. Ravinder Bhan**  
Global Strategy Director,  
TPS World Advisory Group



**Mr. Siddarth Razdan**  
Partner,  
Firstbridge Capital



**Mr. Vinod Kumar**  
Hon. President,  
India SME Forum



**Ms. Sushma Morthania**  
Director General,  
India SME Forum

**ITC SheTrades and UPS Project, Hosted by India SME Forum**  
**49 Selected WoB Beneficiaries**



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Business  
Model Canvas

Business Plan

Investor  
Presentation




Component 6

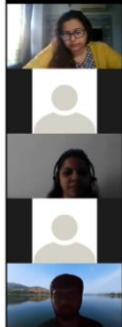


Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

➤ Key Activities

-The uniquely strategic actions that your business undertakes to achieve the Value proposition for your customers





A2F - COACHING SESSION :  
FUNDING READINESS







SheTrades



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## Some Key Beneficiaries of the Pilot Project

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### ***Mrs. Aditi Bhutia Madan, Blue Pine Foods Private Limited Established 2016***

Well known for her cooking skills, Aditi Bhutia Madan was one of the top 6 contestants with the Amul Master Chef India Season 3, the most popular cooking-based show in India.

Aditi founded Blue Pine Foods in 2016 as manufacturer and processor of frozen/dehydrated, healthy, preservatives free, high in nutrients, hand crafted, ready to eat and convenient food products by increasing the efficiency of agricultural produce, captured early at its highest nutrient stage, minimizing waste and decay. She successfully developed & delivered 30 different products from 2 basic categories of Momos (Dumplings) & Spring-Rolls, having veg & non vegetarian variants. Her Company has crossed a revenue of Rupees 7 Million

*Aditi is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms as well as for becoming market ready through fiscal discipline and bridging all the gaps in her present business.*



### ***Mrs. Akanksha Kothe, Pressia Healthy Foods Established 2018***

A Farmer's Daughter and passionate about not just the produce they grow but also the science that needs thorough understanding of the complete food production cycle. After enjoying a rich corporate experience for 16+ years Akanksha founded Pressia Healthy Foods in 2018 as manufacturer of dehydrated vegetables and food recipes. It aims to give hassle-free pleasure of eating Convenient, Natural and Nutritious food.

She has successfully developed 2 main categories: Dehydrated Vegetable & Nutritional Powders and RTC Food products. They offer ease of cooking, through their instant & healthy dehydrated vegetables, RTC daily snacks, meals and beverages to working couples, DIY individuals, students and travelers.

*Akanksha is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms.*



### ***Mrs. Anuradha Yadav Ornate Culture Established 2017***

Being a daughter of an Army personnel, Anuradha has travelled well across India, allowed her the opportunity to learn the fabric craft from different states of India.

Anuradha founded Ornate Culture in 2017 to manufacture, design and craft Home Décor products using a range of aesthetic material. They help the customers to create a tailored home that's unique to their space and lifestyle.

She has successfully developed, designed and hand knitted - Lamps, Vases, Mirrors specifically in Macramé. These products are 100% made by female artisans mainly from UP, India.

*Anuradha is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms*



### ***Mrs. Arpita Doshi Nutrition Dynamic Foods LLP Established 2019***

A Microbiologist and Biotechnologist by profession after suffering from H1N1 Flu in 2006 and after being on ventilator for 26 days she understood importance of Health over Finance. In 2016 she started to develop an Authentic Health Product which would be focused on efficacy and not just nutritional values.

Arpita founded Nutrition Dynamic Foods LLP in 2019, manufactures 100% Natural Plant Based Beverage Premixes and designing the products across all food segments like beverages, everyday flour, dessert premixes and snacks, with a vision to create a world free from diseases and the only medicine that needed to cure any diseases should be natural, wholesome, tasty food.

She successfully able to develop 16 products in all the food segments using Freeze Dried Vegetables, Herbs and Spices for the age group of 30 – 70 years.

*Arpita is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms.*



## ***Mrs. Aruna Dara, Apna Green Products, Established 2018***

After working for 5 years in the Telecom Industry as an Accounts Manager she had to make many sacrifices since 14 years for her family. But a fighter that she is, Aruna founded Apna Green Products in 2018 as manufacturer of biodegradable sanitary napkins with Natural fibers. As we a woman she understood the trauma of women during their periods, her company aimed to support them by giving them a strong system-based solution.

She successfully developed the Biodegradable sanitary Napkins which is plastic free and Chemical free, which tries to curb problems like Cervical Cancer, PCOD, PCOS, rashes caused due to periods.

*Aruna is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms.*



## ***Mrs. Bhavini Parikh, BUNKO JUNKO, Established 2017***

A Social entrepreneur, textile artist & Fashion designer with 29 years of experience in fashion Industry. She has worked with many leading companies like Leela lace, Shoppers Stop, Vira Enterprise, Shagufta garments etc.

Bhavini founded Bunko Junko in 2017, by using the leftover fabric scraps to produce affordable jackets, Stoles, Bags, accessories and home furnishing products. They also create seed paper from textile scraps, which are used for making tags and thank you cards.

She has successfully trained more than 5000 Women from Maharashtra, Gujarat and other parts of India. to learn embroidery and stitching, and has also helped them to self-sustain and earn their livelihood.

*Bhavini is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms.*





## **Mrs. Bhumika Shah, Agropac Pvt Ltd Established 2005**

Bhumika Directed Agropac Pvt. Ltd. in 2005 with 15 years of experience, Agropac Pvt. Ltd. is one of the leading manufacturers of HDPE/PP Woven Sacks, Fabrics & Multicolor Printed BOPP Laminated PP Woven Sacks / Bags.

Agropac Pvt. Ltd. products are appreciated by many clients around the globe and are used in packaging of Grain & Pulses Bags, Foods & Spices Bags, Animal Food Bags, Fertilizers & Chemical Bags, Cement & Wall Finish Bags, Powder & Granule Bags, Mineral Bags, Detergent Bags, Mehndi Bags, Nuts & Fruits Bags, Specialty Bag for Tea & Coffee, Outer Promotional Shopping Bags. She has successfully led her team to reach 700 Clients and over 2100 Brands with an increase of 40% per year in the production capacity.

*Bhumika is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms as well as for becoming market ready through fiscal discipline and bridging all the gaps in her present business.*



## **Ms. Hemlata, Osk Cadenza Advantage India Established 2015**

With 10 years of experience of working in cosmetic product factories and export houses, she learned about natural human hair extensions and after 6 months of research and basic preparation, Hemlata founded Osk Cadenza Advantage India in 2015, she started exporting 100% natural human hair, Hair extensions, Clip on extensions, Ponytails, Tape ins, Closures and Wigs and other hair extension products.

As a growing organization, she successfully managed to maintain loyal customers / clients in USA, Germany, Spain, Norway, Bulgaria, South Africa and few other countries.

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### ***Mrs. Hiresha Verma, Han Agrocare Established 2013***

After working for 10 years in IT industry, her entrepreneurial journey started in year 2013 when a devastating flood washed away everything in Uttarakhand leaving many women and children to fend alone.

Hiresha founded Han Agrocare in 2013 as one of the producers of fresh mushrooms with latest equipment, state of the art technologies and Scientific ways of growing mushrooms. She was one of those who introduced the medicinal Mushroom production in India as they are a great source to prevent malnutrition, boost immunity, and has anti-carcinogenic, anti-inflammatory, anti-oxidant properties, and also helps prevent other life-threatening diseases.

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### ***Mrs. Humera Nausheen, Doctor Mushroom Centre Established 2018***

Humera, an IT professional, hails from a doctor's family and she grew up seeing her dad cultivate mushrooms which always fascinated her. How Mushrooms are grown scientifically right from spawn stage to cropping, adding to it the innovative flavours and create various recipes so that mushrooms can be added to one's diet, became her sole objective now.

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## **Ms. Kayan Motashaw, LivRite Foods LLP Established 2015**

A rank holder in Biochemistry, her entrepreneurial journey started by helping her father's textile business for 4 years. She has also completed training programs like 'advanced level safety and hygiene', 'FSSAI food guidelines', 'Internal Auditor FSSC 22000' and "professional bean to bar chocolatier" program from Ecole Chocolat

Kayan founded LivRite Foods LLP in 2015 with a brand – BEELICIOUS is the first honey brand in INDIA to introduce the concept of RAW honey in the Indian retail market, as well as introduce the Kashmiri Acacia variant in the Indian market which is also a part of the - Koffee with Karan show - Gift hamper, while also introduced the concept of spice infused honey. She has successfully developed & introduced 4 different types of honey in over 114 retail stores across India.

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## **Ms. Komal Shah, Fair Fashion Collective Established 2019**

She is a fashion Designer with over a decade of experience, working in leadership roles in the fashion industry for marquee brands like Peter Pilotto, Dries Van Noten, Uterque, Mercy Delta, Nandita Thirani, Red Oranges and Soul Space.

Komal founded Fair Fashion Collective in 2019 as manufacturer of Women's Fusion wear made of organic cotton. They bring to life exclusively hand-crafted designs from the rich and diverse heritage of India like patola weaving, block printing, zardozi embroidery and more.

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## ***Ms. Lakshmiprabha U S, Praanapoorna Collective LLP Established 2019***

An Electronics and Communication Engineer turned into a passionate sustainability training coach who has been practicing a conscious consumerism driven sustainable lifestyle for the past 9 years.

Lakshmiprabha Co - founded Praanapoorna Collective LLP in 2019 as manufacturer of 100% natural disinfectant ecofriendly cleaners. Their products are safe for humans, pets, water and soil on the recommended dilutions.

She successfully developed & delivered handcrafted and handmade products using natural, traditional, indigenous, locally sourced ingredients like citrus peels, soapnut, shikakai and pure grade essential oils.

*Lakshmiprabha is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms.*



## ***Mrs. Madhumita Sarkar Guha, Luxe Living Established 2019***

As an Interior Architecture and design professional, she started her first firm 18 years back called Subhaakritee.

Madhumita in 2016 founded Luxe Living as manufacturer of home furnishing accessories like ethnic block printed/painted curtains, cushions, throws and rugs. Later she expands the vertical to Garments, Fabric Yardages, Fashion Accessories Viz. Scarves and Stoles. She incorporated many traditional Kolkata prints in her product like - Kantha embroidery of various descends on textile of every form and Batik hand painting on cloth & leather.

She associated with the traditional handloom and handicraft designers of East India, primarily Bengal, empowering them to produce and market handcrafted materials of international quality with local authenticity.

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## **Ms. Menka Gurnani, Hidaa Life Science LLP Established 2014**

A Microbiologist by Profession, after working for 7 years in a leading pharmaceutical company, Menka founded Hidaa Life Science LLP with brand D'bello in 2014 as manufacturer and to provide solution for the availability of 100% vegan Vitamin D food to prevent vitamin D deficiency.

She was successfully able to develop the food and beverages, rich in Vitamin D which help in building good immune system and can be consumed by all the age groups.

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## **Ms. Ngamnon Joham, Food Stride Established 2020**

Born in an Agrarian family from a village called Ozakho, located at Longding district of Arunachal Pradesh, when she returned to her home town, after completing her studies, she realized that there is a huge potential in her own land to be actually recognized and which could help the farmers of the state.

Ngamnon founded Food Stride in 2020, it is a food-based company selling naturally grown food-based products of Arunachal Pradesh. Food Stride aims at creating market access to the Agro & Allied Produces of the local traditional farmers by pioneering a food-based Ecommerce solution providing a platform and increase the marketability of all the local farmer's produce.

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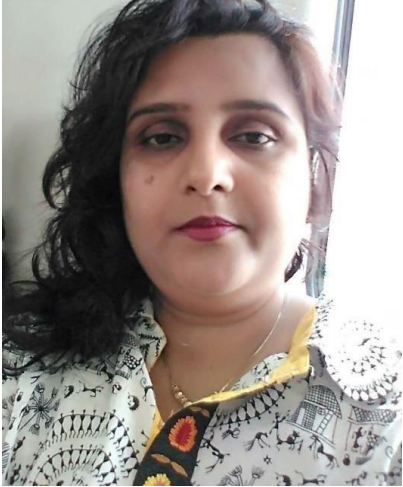


## ***Mrs. Pallavi Chauhan, Vitthal TPS Kreationss LLP Established 2016***

After an early retirement as a banker with a rich experience of 20 yrs, Pallavi started her own venture Vitthal TPS Kreationss LLP along with her husband in 2016 as manufacturer of Leather, non-Leather, Jute, Cotton Products. In 2018, they on boarded paper products as another vertical of their business under a Brand Name – “VESTTA”.

She successfully introduced a new vertical of Organic skincare, body care and Hair Care Wellness products under Trademark - “SOMAYUR” which contain 97 to 100% Organic, Natural using Ayurvedic formulas

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## ***Mrs. Reshma Thakur, Ishaan Enterprises Established 2015***

An Environment Engineer by profession, Reshmaa Thakur is an Approved and Accredited Environment Impact Assessment Coordinator and Functional Area Expert by National Accreditation Board for Education and Training.

Reshmaa founded Ishaan Enterprises in 2015 as manufacturer of superior quality of Natural Herbal beauty Products for Hair which are Healthy alternatives to harmful cosmetics.

She also provides customized solutions as per buyers requirement and specifications. Herbal products have gained increasing popularity in the last decade, and are now used by most of the population. The products are mixtures of organic herbs that come from raw or processed part of a plant, including leaves, stems, flowers, roots, and seeds.

*Reshmaa is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms.*



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## **Mrs. Seema Mishra, Maheshwari Creations Established 2015**

A Gold Medallist in M- Pharma and settled down in a small town in Madhya Pradesh – Dhamnod, found a way to fulfil her dream of being an Entrepreneur & provide employment to the Artisans and weavers through her company Maheshwari Creations.

Seema founded Maheshwari Creations in 2015 as a manufacturer of Handloom Silk Saree, Jute Dupatta, Cotton Handloom Saree, Silk Saree, Printed Saree and many more. The designs in the Maheshwari Creations were inspired by the detailing on the walls of the Fort of Maheshwar. The popular designs used in these sarees, which were inspired from the designs on the fort walls - 'Mat' pattern, 'Chameli flower' pattern, 'Brick' pattern and 'Diamond' pattern.

She has trained and empowered more than 500+ weavers & artisans in different techniques to develop their skills.

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## **Mrs. Sreejita Chakraborty, Pratyaksha Agrotech Pvt. Ltd**

### **Established 2014**

After her masters in Biotechnology and having worked for 9 years in Academic and commercial research activities, Sreejita founded Pratyaksha Agrotech Pvt. Ltd. in 2014 as manufacturer and producer of seeds and phytochemicals, where she uses plant tissue culture and other scientific based technologies to get a better volume and good quality products with an objective of helping farmers through innovation and Green technology. They have the production capacity of 6 million plants per year which helps the farmers to increase the good quality products.

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## ***Mrs. Sridevi Chitti, Siris Collection Established 2018***

An IT professional with more than 17 years of rich experience. After quitting her job.

Sridevi founded Siris Collection in 2018 and started her entrepreneurial journey as manufacturer and reseller of Home Décor, Garments and Accessories.

She provides employment to more than 500+ artisans and weavers from southern part of India.

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## ***Ms. Surbhi Agarwal, The Art Exotica Established 2016***

Before starting her own enterprise, she was a Healthpreneur and instrumental in arching up a super specialty, Agarwal Hospital, which caters mainly into Orthopaedics | Paediatrics | Dentistry needs. The experiences she gained further propelled her into having her own start-up in sustainable Rajasthani Handicrafts & Textiles.

Before starting her own enterprise, she was a Healthpreneur and instrumental in arching up a super specialty, Agarwal Hospital, which caters mainly into Orthopaedics | Paediatrics | Dentistry needs. The experiences she gained further propelled her into having her own start-up in sustainable Rajasthani Handicrafts & Textiles.

She is ambitious and aims to do something unexpected, out-of-the-box and in line with the current international trends. The Art Exotica is into an artistically holistic art space, where Arts, exclusive textiles, objects' d'art, jewellery and et al.

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## Ms. Thejaswi S, KoKo Boost Established 2017

A Talent Acquisition Professional from Bangalore after working for many years in MNCs .

Thejaswi founded KoKo Boost in 2017 as manufacturer energy bars/pops with an aim to tackle Malnutrition (Over-nutrition and Under-nutrition) and to say “No Junk Food”. Koko Boost pops/bars are made of coarse grains, the powerhouse of all nutrients and minerals. It is a natural immunity booster.

She has successfully developed a unique, healthy, preservatives free, high in nutrients protein bars / popsicles prepared with Moringa, Millets and other grains for all age groups.

*Thejaswi is being mentored and supported by India SME Forum, in her aim to scale up and double the revenues through enhancing the Digital presence of her Company on different online and Ecommerce platforms.*



## Mrs. Varsha Mahendra, Dsgyn Idys Established 2007

A fashion designer from National Institute of Fashion Technology and an entrepreneur with management qualifications and 25 yrs of experience in fashion and entrepreneurship.

Varsha founded Dsgyn Idys in 2007 with 3 brands i.e. “Jus Blouses by Varsha Mahendra”, “VM Craft for Life” and “Varsha Mahendra”. Her brand Jus blouses has had a first mover advantage when it was launched in 2010, since then the business has grown multi fold. She has a franchise store in Dallas US for past 4 years. The other brands also cater to niche segments of women’s wear, bridal wear, occasion wear, festive wear too.

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## Ms. Varsha Savla, UV Creations Established 2015

A Fashion Designer with a work experience of 10 years with various textile Export firms in Mumbai.

Varsha founded UV Creations in 2015 with a brand – “Expressions by UV”. It is a design studio where they cater to personal styling and which also focusses on sustainable and ethical Fashion, inspired by Indian textile and craft heritage to promote hand looms and Indian crafts across globe.

She uses Organic cotton and hand-woven natural fibers for her products while also creating awareness about how man-made fabrics and dyes are polluting the world. She has employed many weavers and artisans.



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A photograph of a woman in a red sari with her hand raised in a crowd. She is looking towards the camera with a slight smile. The background is blurred, showing other people in a crowd.

the vision

॥ महिलाओं की उन्नति ॥  
॥ देश की प्रगति ॥

**Mission 7.2027**  
**7 objectives by 2027**