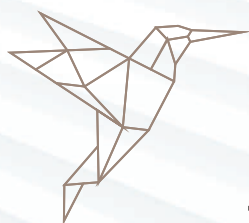
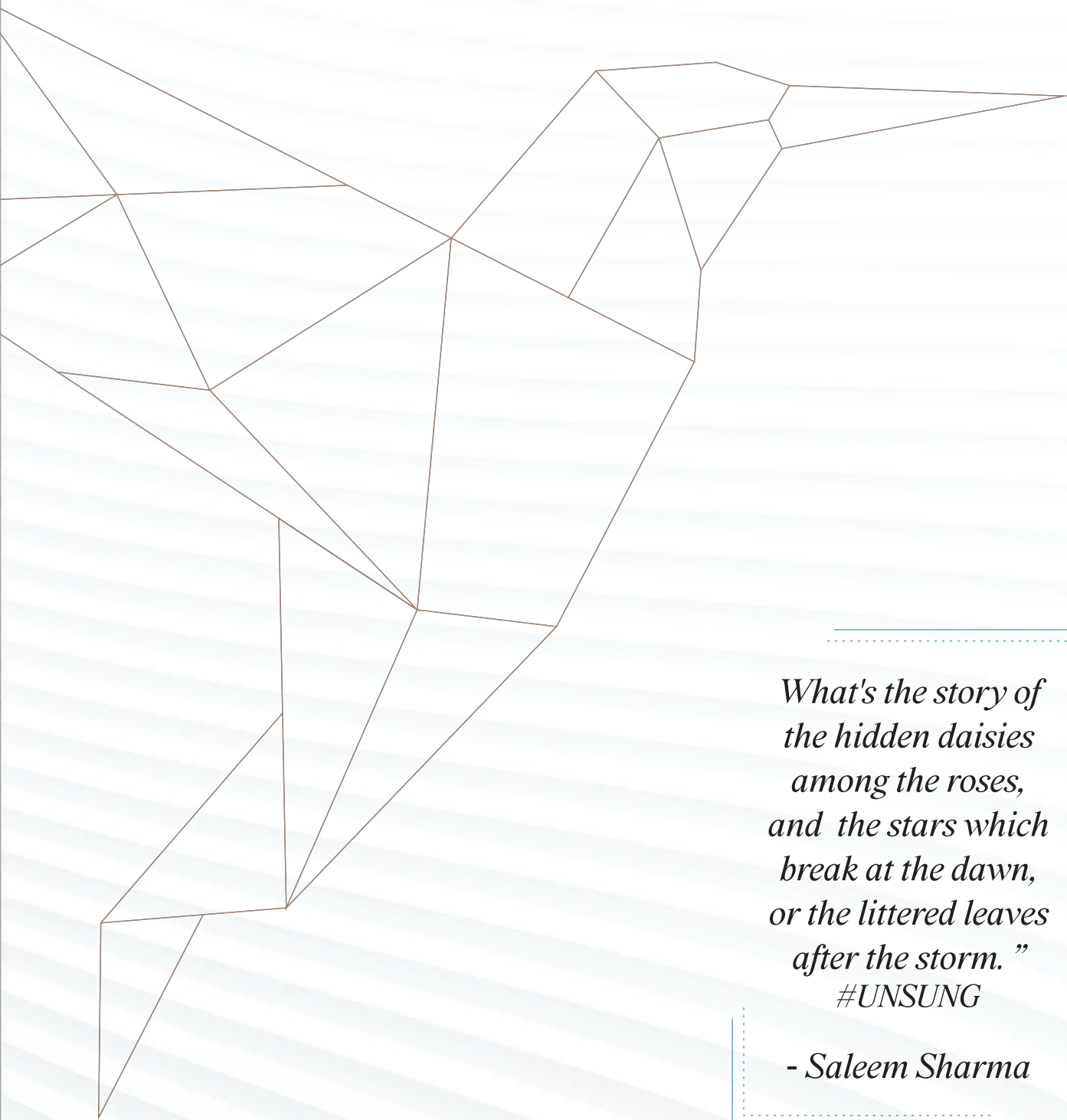




WUNN SUN NING

WOMEN
IMPACTPRENEURS





*What's the story of
the hidden daisies
among the roses,
and the stars which
break at the dawn,
or the littered leaves
after the storm. ”
#UNSUNG*

- Saleem Sharma

FROM THE PRESIDENT'S DESK

“Victory in defeat, there is none higher. She didn't give up; she's still trying to lift that stone after it has crushed her... she's all the unsung heroes who couldn't make it but never quit.”

*Robert A. Heinlein,
Stranger in a Strange Land*

It is with great pleasure and humility that I pen down these words for the ‘Unsung Women Impactpreneurs Publication’.

As the 40th National President of FLO, I have had the privilege of witnessing firsthand the incredible impact that women can have when given the opportunity to thrive. Throughout my term, I have been continually inspired by the stories of women who have overcome adversity and made significant contributions to their communities, societies, and fields of expertise.

The Unsung Women Impactpreneurs publication shines a light on these remarkable women, on

these remarkable women, whose stories may not always be widely recognized but whose impact is undeniable. These women have beaten the odds and have shown extraordinary resilience and determination in pursuing their dreams and making a difference in the world.

As we celebrate 40 years of empowering, recognizing, and celebrating women at all levels, the introduction of the FLO Unsung Heroes Awards is a strong representation of our commitment to acknowledging the contributions of these unsung heroes. This initiative is designed to identify and honor women leaders who

have made significant yet often overlooked contributions to their communities, societies, and fields of expertise. expertise in HR is evident through this success, with effective workforce management but also my commitment to fostering gender diversity in sectors historically dominated by men. My dedication transcends conventional norms.

The criteria for choosing these Unsung Women Leaders are rigorous and comprehensive, ensuring that only the most deserving candidates are recognized. From FLO intervention and industry recognition to business impact,

c o m m u n i t y
engagement, and
sustainability practices,
these criteria reflect
the values that FLO
stands for.

I am confident that the
stories of these Unsung
W o m e n
Impactpreneurs will
inspire future

generations of women
leaders to dream big
and pursue their goals
with passion and
determination. I am
deeply honoured to be
a part of this initiative
and look forward to
seeing the incredible
impact that these
women will continue to
have on our world.



Best wishes,
Sudha Shivkumar
President, FICCI Ladies Organisation

Today, as we stand at the cusp of commemorating four decades of excellence, it fills me with immense joy to witness the indelible mark FLO has left on the fabric of our society. Our journey has not only broken barriers but has also opened doors of opportunity for countless women across the country. Today, FLO represents over 8000 women entrepreneurs and professionals, some of whom partially and some even fully credit their small and big successes to FLO. Through a yearly schedule of meticulously planned and executed seminars, conferences, training and capacity-building programmes under our belt - I can confidently say we have truly effected positive change in the lives of countless women and inspired many more.

From pioneering ventures to transformative initiatives, each narrative in this special publication encapsulates the spirit of resilience and the power of determination that defines the FLO ethos. These women are not just entrepreneurs; they are catalysts of change, trailblazers in their own right, shaping a more inclusive and equitable future for generations to come

These incredible stories remind me that our work is far from over. As we celebrate these 40 remarkable years, let us recommit ourselves to the cause of women's entrepreneurship. Let us continue to break barriers, shatter stereotypes, and pave the way for a more inclusive and equitable society..

On this momentous occasion, I extend my heartfelt congratulations to every member of the FLO family, past and present. Your unwavering dedication, passion, and resilience have been the cornerstone of FLO's success, propelling us forward in our mission to create a more inclusive and equitable society.

Here's to 40 years of excellence, and many more years of creating, supporting and amplifying inspiring journeys ahead.



PREFACE



In the tapestry of human history, there are threads of courage, resilience, and innovation woven into society by individuals whose stories often remain unsung. Among these threads are the remarkable tales of women who, against all odds, have carved paths of progress, transforming not only their own lives but also those of their communities and beyond.

This book, on the Unsung Women Impactpreneurs of our beloved India is a dream that not just celebrates these women's stories and efforts but also seeks to stand as a source of learning and inspiration in aspirational girls and women. For over four decades, FLO has stood as a beacon of empowerment for women across all strata of society. Through FLO's interventions, countless women have been nurtured and uplifted. Having provided a network of support, resources, and opportunities for their women to thrive, each of the Chapters of FLO have put in their tireless efforts in scouring communities for the hidden gems gracing this book, and catalysed their journeys toward excellence and leadership in a myriad of ways. You will read how FLO has humbly extended itself through its Chapters to these women and their programmes of impact, and how every Chapter has given the editorial team a healthy and diverse mix of unsung leaders for this publication.

The criteria for choosing these Unsung Women Leaders have been carefully chalked out to ensure a holistic approach sustainability. You will find these criteria being clearly fulfilled by each of the remarkable women whose stories we have painstakingly selected for this publication.

Each profile within these pages has undergone rigorous scrutiny and validation to ensure authenticity and integrity. Our editorial team has worked diligently to vet the stories, corroborate facts, and ensure that the narratives presented are accurate and reflective of the remarkable journeys of these women.

Beyond the publication of this book, our commitment to uplifting and empowering women remains steadfast. We recognize that true impact extends far beyond the confines of printed pages. Through continued advocacy, mentorship programs, and collaborative initiatives, we strive to create an ecosystem

where women not only thrive but also serve as catalysts for change in their communities and beyond.

I would like to extend my special thanks to Bela Ji Badalia, Ritu Ji Jain and Mrinalini Ji Dhanesh Maher for their unwavering support and for lending their precious time toward the completion of this project.

Developed under the guidance of FLO National President, Sudha Ji Shivkumar, may this book serve as a testament to the resilience and fortitude of women everywhere, and may it inspire future generations to continue the legacy of these Unsung Women Impactpreneurs.



Ruchika Gupta,
FLO Governing Body Member 2023-24
Initiative Head, FLO Unsung
Impactpreneurs





ABOUT FICCI LADIES ORGANISATION

FICCI Ladies Organisation (FLO) is the women's wing of the Federation of Indian Chambers of Commerce and Industry (FICCI), one of India's largest and oldest apex business organizations. Established in 1983, FLO aims to promote entrepreneurship and professional excellence among women. With 40 years of experience, FLO actively enables women's empowerment through entrepreneurship development and professional excellence.

FLO has a nationwide presence with 19 chapters across India and a membership exceeding 9500 women entrepreneurs and professionals from various sectors. The organization provides a platform for women to network, exchange ideas, and showcase their talents and capabilities. Its objective is to encourage and facilitate women in showcasing their talents, skills, experiences, and energies across sectors and verticals of the economy, fostering truly inclusive economic growth.

FLO's focus areas include women's empowerment, skill development, education, health, and environmental sustainability. It conducts various programs, events, and initiatives to support women's entrepreneurship and promote gender equality in the workplace and society. FLO collaborates with government agencies, NGOs, and international women's organizations to promote women's economic and social empowerment through knowledge exchange and expertise sharing.

FICCI Ladies Organisation (FLO) contributes to entrepreneurship development in several ways:

1. PROVIDING NETWORKING OPPORTUNITIES: FLO offers a platform for women entrepreneurs to network, exchange ideas, and collaborate, fostering partnerships and accessing new markets.

2. SKILL DEVELOPMENT & CAPACITY BUILDING: FLO conducts skill development programs and training sessions covering finance, marketing, and leadership skills to help women entrepreneurs start and grow their businesses.

3. MENTORING AND GUIDANCE: FLO connects women entrepreneurs with experienced entrepreneurs, industry experts, and business leaders for mentoring and guidance, aiding in identifying opportunities and developing strategies.

4. ADVOCACY: FLO advocates for policies and programs supporting women's entrepreneurship, working with the government and stakeholders to create an enabling environment.

5. FACILITATING CONNECTIONS: FLO assists women entrepreneurs in accessing finance and market linkages, providing information on government schemes and programs.

FLO OPERATES AT THREE LEVELS:

- **Grassroots:** Entrepreneurship & Skill Development programs to enhance women's employability and market readiness.
- **Middle:** Assisting women in setting up their businesses.
- **Senior:** Promoting more women in leadership and board positions.

PRESIDENT'S
VISION
FOR 2023-24
TOGETHER WE RISE

-To transform the power of women's voices into forward-thinking economic initiatives by changing perceptions and influencing policies.

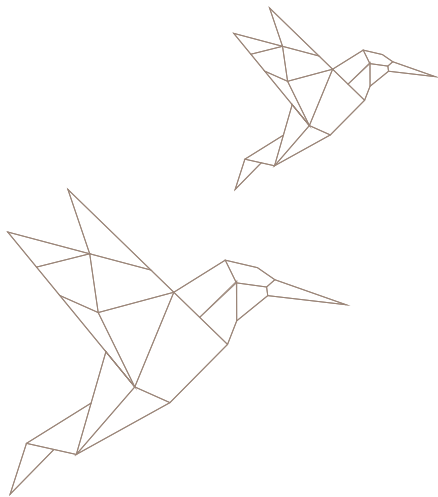
-To grow and sustain an effective organization. To inspire and nurture the entrepreneurial spirit.

-To support women's professional and personal development through networking, education, and training as catalysts for community development.





Aadee empowers expectant mothers and families with ancient wisdom, fostering stronger bonds and healthier pregnancies.



COMMUNITY IMPACT

Aadee empowers expectant mothers and families with ancient wisdom, fostering stronger bonds and healthier pregnancies. Through partnerships and educational initiatives, we extend our impact to marginalised communities, ensuring accessibility to all. By elevating Garbh Sanskar to a global phenomenon, we enrich cultures and promote holistic wellbeing worldwide.

OVERCOMING HURDLES

The prenatal market, comprising pregnancy apps, faces challenges like misinformation, scams, and data privacy concerns. Accessibility and affordability issues may create care disparities. Additionally, there is a potential for anxiety and obsession. Overcoming these requires careful consideration, research, and qualified guidance.

ASHA VAGHASIA
AHMEDABAD

Website: <https://aadee.app/>
Phone: 8160748493

BUSINESS IMPACT & INNOVATION

Aadee's innovative approach bridges ancient wisdom with modern technology, addressing a crucial communication gap in parenting. By leveraging an app for Garbh Sanskar, we pioneer a sustainable solution accessible to all, blending tradition with convenience. Partnering with the Center for Entrepreneur Development and government initiatives demonstrates our commitment to scalable impact, ensuring long term viability and societal relevance.

FLO IMPACT

FLO has provided invaluable support and exposure through their platform. They have significantly contributed to showcasing our app, elevating its visibility. Moreover, FLO's impact transcended borders when they granted us access to the UAE delegation. This not only expanded our reach but also enhanced our credibility globally. By leveraging FLO's platform, we have connected with a wider audience, established meaningful partnerships, and furthered our mission of democratising Garbh Sanskar knowledge. Their assistance has propelled us and opened doors to new opportunities for growth and collaboration.

I HAVE SPENT 6 YEARS IN
BUSINESS AND AADEE IS MY
PREGNANCY AND
PRENATAL APP.

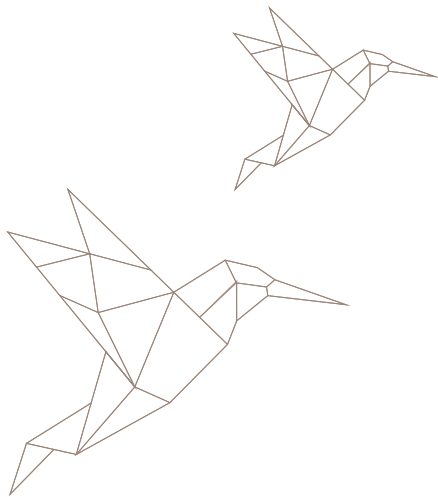
FUTURE PLANS

Expand learning centers, embrace technology, and foster community partnerships to empower underprivileged girls through quality education. Aadee envisions global expansion, positioning Garbh Sanskar as a universal practice akin to Yoga. We aim to scale their app's reach, establish a network of trained professionals, and collaborate with governments to integrate Garbh Sanskar into healthcare systems worldwide. Our holistic vision promises a healthier, happier future for expectant mothers and societies at large.





I advocate for workplace cultures that value social impact and purposeful innovation, emphasizing measurable outcomes for continuous improvement.



COMMUNITY IMPACT

My community impact initiatives focus on contributing to Work, Wealth, and Wisdom. I engage with women from diverse socioeconomic and educational backgrounds, mentoring leaders and entrepreneurs, fostering scalability, and investor readiness. The angel investing network supports women led businesses, encouraging their growth.

OVERCOMING HURDLES

My advocacy efforts centre around promoting financial independence among women through industry institute linkages and startup incubators. I advocate for workplace cultures that value social impact and purposeful innovation, emphasizing measurable outcomes for continuous improvement.



PIYALEE CHATTOPADHYAY
AHMEDABAD

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Phone: 9099980405

BUSINESS IMPACT & INNOVATION

I shed light on the challenges faced by women in India, including gender inequality, limited access to education and employment opportunities, biases, pay gaps, and patriarchal barriers. I emphasize the importance of awareness and initiatives supporting skill development and mentorship for women in business. My diverse projects have resulted in various business impacts, including upskilling executives through automation projects, successful implementation of Business Continuity Management, leading Health, Safety, and Wellbeing (HSW) projects, pioneering Diversity & Inclusivity initiatives, facilitating fundraising for startups, and expanding an Angel Network.

FLO IMPACT

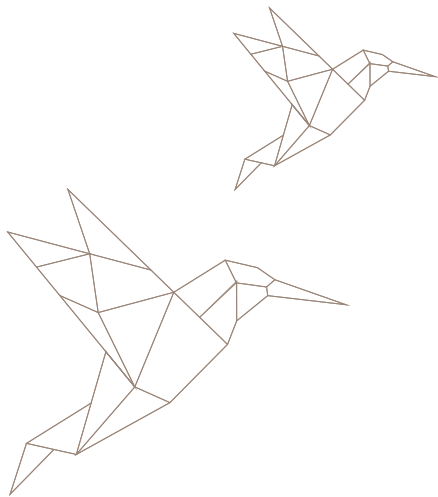
FLO's platform gave me an inspiring peer community, dynamic Chapter Committee activities, and thoughtful national programs like SheRises, which contribute to a cohesive ecosystem and significant impact nationwide.

WE ARE ENABLERS & FACILITATORS. WITH OVER 18 YEARS OF PROFESSIONAL EXPERIENCE, I BRING A WEALTH OF KNOWLEDGE IN CORPORATE LEADERSHIP, NONPROFIT MANAGEMENT, GLOBAL PROGRAM ORCHESTRATION, AND STARTUP ADVOCACY, WITH A STRONG FOCUS ON PROMOTING DIVERSITY AND SUSTAINABLE ENTREPRENEURSHIP.





Transitioning to sustainable fashion presented challenges, including convincing artisans of the value of their crafts and addressing limitations in materials and techniques.



COMMUNITY IMPACT

Our brand has empowered hundreds of artisans, particularly women from the Kutch region, providing them with sustainable livelihoods and leadership opportunities. The impact extends beyond economic empowerment to fostering a sense of pride and dignity among these communities.

OVERCOMING HURDLES

Transitioning to sustainable fashion presented challenges, including convincing artisans of the value of their crafts and addressing limitations in materials and techniques. However, through perseverance and dedication, we have overcome these hurdles, paving the way for a more sustainable and ethical fashion industry.

FUTURE PLANS

My commitment to empowering artisans as entrepreneurs, globalizing rural crafts, and preserving cultural heritage through sustainable practices remains unwavering. We aspire to continue expanding our reach, creating more opportunities for artisans to thrive and preserving traditional crafts for generations to come.

PURVI DOSHI

AHMEDABAD

Email: info@purvidoshi.com

Website: <https://www.purvidoshi.com/>

Phone: 07940054735/36

BUSINESS IMPACT & INNOVATION

My interventions in crafts like mirror embroidery have led to significant transformations, driving demand and positively impacting the livelihoods of artisan communities. At Purvi Doshi, we prioritize the well-being of the hands that craft our designs. It's not just about creating ecologically sustainable clothing; it's about empowering individuals to support themselves and their families. Our creations serve as a tribute to these arts and the artisans whose dedication gives them meaning. "Looking fabulous should feel great!" is not just a motto; it's a guiding principle that underscores every design choice we make.



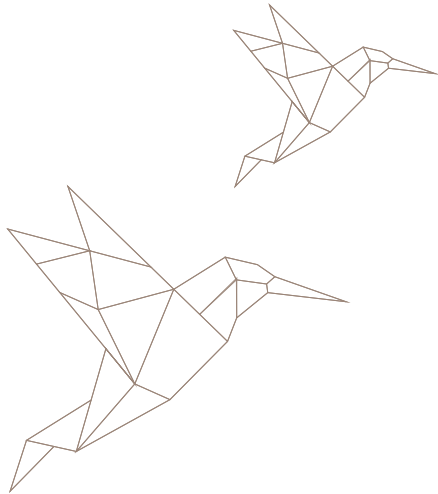
BACK IN 1992 WHEN I EMBARKED ON MY PATH AS AN INTERNATIONAL DESIGNER DRIVEN BY A PASSION FOR FASHION. FROM THE OUTSET, MY ETHOS HAS BEEN ROOTED IN AHIMSA (NONVIOLENCE) AND COMPASSION FOR ALL LIVING BEINGS. THIS PHILOSOPHY GUIDES EVERY FACET OF MY WORK, FROM DESIGN CONCEPTION TO PRODUCTION PRACTICES.

FLO IMPACT

I am immensely grateful to FICCI FLO for their unwavering support, inspiration, and networking opportunities, which have been instrumental in my journey in sustainable fashion and artisan empowerment. Their platform has provided invaluable resources and connections that have helped amplify the impact of our work and reach new heights of success.



As a female entrepreneur in the HR realm, I navigate a traditionally male-dominated field, encountering gender biases and stereotypes that can impede my professional growth.



COMMUNITY IMPACT

In my consultancy role, I've left a lasting impact on over 1000 employees in diverse factories and companies, notably achieving a 40% female representation every year. My expertise in HR is evident through this success, with effective workforce management but also my commitment to fostering gender diversity in sectors historically dominated by men. My dedication transcends conventional norms.

OVERCOMING HURDLES

As a female entrepreneur in the HR realm, I navigate a traditionally male-dominated field, encountering gender biases and stereotypes that can impede my professional growth. Breaking through these preconceived notions demands extra effort to establish my credibility. Balancing leadership with societal expectations requires resilience to overcome prejudices. Additionally, networking obstacles and limited access to opportunities exist too.

RITIKA BAJAJ
AHMEDABAD

Email: ritika@rajavijobs.com
Website: <https://kriotech.in>

BUSINESS IMPACT & INNOVATION

Driving innovation and sustainability in India, our focus on biomass and waste to energy projects showcases our forward thinking approach. Engaging with Saudi Arabia, we aim to boost cactus farming to create additional energy resources. Our global impact extends to Kenya and beyond, where waste is transformed into biomass energy. We also create value-added products like wheat beers from wheat husk, contributing to sustainable practices. This multifaceted approach addresses energy needs while emphasising environmental responsibility and product innovation.

FUTURE PLANS

My future plan entails expanding Kriotech HR Management globally, tapping into emerging markets and collaborating on an international scale. Innovating in HR technology for India's manufacturing sector is a strategic move on my horizon. Concurrently, I envision fostering diversity by initiating mentorship programs for aspiring female entrepreneurs in HR.



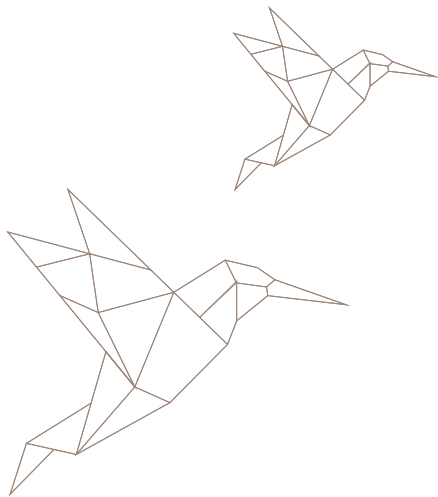
18 YEARS IN BUSINESS.
RECRUITMENT,
PARTICULARLY IN INDIAN
MANUFACTURING FIRMS, IS
MY PASSION, FINDING
FULFILMENT IN WITNESSING
THE TRANSFORMATIVE
IMPACT OF THE RIGHT
TALENT. WITH A KEEN
FOCUS ON CRAFTING
ORGANISATIONS WITH
PURPOSE.

FLO IMPACT

FLO played a pivotal role in propelling my career growth. Their initial opportunity to head a vibrant startup opened doors to connect with numerous others, fostering collaborations that persist today. This breakthrough not only led to working with startups but also catalysed the expansion of my consulting division. Now, having reached a vast level, I find myself on the advisory boards of corporate companies. The inclusive approach of FLO, particularly supporting women professionals, enabled fruitful collaborations where they contribute as consultants and HR services providers. The organisation's impact has been transformative, shaping my journey from a startup leader to a consultant and advisory board member.



The majority of our employees are women who have grown professionally and financially independent through their efforts in promoting healthy skin and interacting with customers.



COMMUNITY IMPACT

I am dedicated to encouraging and empowering women to achieve financial independence and personal growth in the beauty industry. The majority of our employees are women who have grown professionally and financially independent through their efforts in promoting healthy skin and interacting with customer.

OVERCOMING HURDLES

Throughout my business expansion, I faced numerous challenges, including economic recessions, unsuccessful ventures like the Medispa in 2013, and difficulties competing with emerging brands like UrbanClap in 2015/16.

BUSINESS IMPACT & INNOVATION

Despite challenges, my commitment to staying ahead of the times led to the innovation, offering affordable, luxurious, and ecofriendly products Plantsē.

TANVI GODIAWALA SHAH
AHMEDABAD

Email: ritika@rajavijobs.com

Website: <https://kriotech.in>

Phone: 9824546974

FLO IMPACT

FLO has been a source of inspiration, guidance, and encouragement, providing continuous support through various programs.

FUTURE PLANS

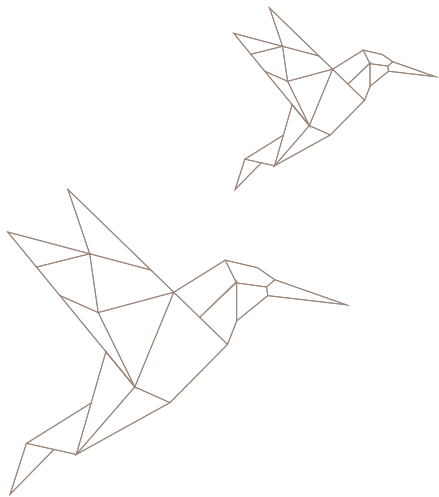
I aim to expand my skincare brand, Plantsē, across India and explore international markets.

AS A COSMETOLOGIST, HAIRSTYLIST, AND MAKEUP ARTIST, I HAVE BEEN PASSIONATELY RUNNING MY SALON, FINAL TOUCH, SINCE 1996, ENRICHING MY JOURNEY FOR OVER 27 YEARS. I AM CURRENTLY FURTHERING MY VEGAN SKINCARE RANGE NAMED PLANTSĒ.





Impact of scale is largely hindered by a limitation of resources, especially to females. Societal norms and economic constraints often impede parental support for girls' education



COMMUNITY IMPACT

Missiondeep focuses on transforming lives by providing education and employment opportunities to underprivileged children, creating a positive ripple effect in the community. Through our initiatives, we aim to break the cycle of poverty, empower families, and contribute to the overall socio-economic development of the region.

OVERCOMING HURDLES

Impact of scale is largely hindered by a limitation of resources, especially to females. Societal norms and economic constraints often impede parental support for girls' education. Gaps in infrastructure and operating in remote locations also keep girls from accessing learning environments.

BUSINESS IMPACT & INNOVATION

At Missiondeep, we use innovative tech, interactive learning, and adaptable curricula to tackle girls' unique challenges. Arts and projects unleash their potential for resilience in a changing world. Our sustainable strategy builds lasting change through local partnerships.

AMRITA KAUR AND
GURSEEMAPREET KAUR
AMRITSAR

Email: missiondeeptrust@gmail.com
Website: www.missiondeep.org

FLO IMPACT

FLO has been instrumental in supporting Missiondeep by providing essential assistance in skill training, exhibiting handcrafted crafts, and significantly contributing to the exposure of our students through various stage performances.

OUR VISION

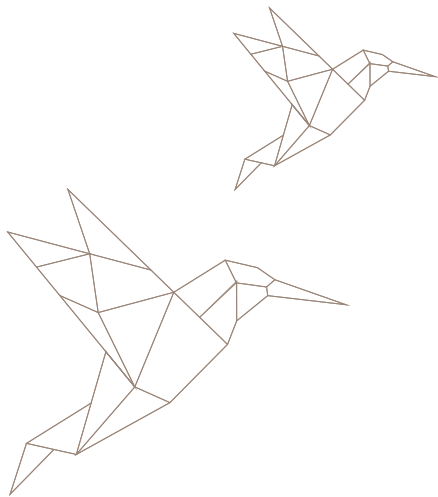
Expand learning centers, embrace technology, and foster community partnerships to empower underprivileged girls through quality education.

FOR 14 YEARS, OUR NGO HAS EMPOWERED GIRLS TO BECOME LEADERS AND CHANGE-MAKERS. THROUGH COMMUNITY COLLABORATION, WE FOSTER HOLISTIC DEVELOPMENT, PROVIDING THE TOOLS FOR A BRIGHTER FUTURE. WITH A FOCUS ON INCLUSIVITY AND EMPOWERMENT, WE CATALYZE CHANGE.





Our ambition is to establish Tree and Plant Hospitals in every city in India, coupled with creating 2000 forests throughout the nation.



COMMUNITY IMPACT

Created an army of green warriors. Encouraging women to actively participate in grassroots level environmental initiatives is fundamental to fostering a more inclusive and sustainable future. By providing a platform for women to come forward, share their perspectives, and contribute their unique skills, we aim to create a collaborative and diverse community that addresses environmental challenges.

OUR VISION

Our ambition is to establish Tree and Plant Hospitals in every city in India, coupled with creating 2000 forests throughout the nation. At its heart is a commitment to imparting environmental education to the youth, to foster sustainable living practices among them.

GEETANJALI MEHRA
AMRITSAR

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Instagram: [@greenwrap_geetanjalimehra](https://www.instagram.com/greenwrap_geetanjalimehra)

BUSINESS IMPACT & INNOVATION

GreenWrap is an eco-friendly and sustainable alternative to conventional gift-wrapping. Using recycled materials, we promote a shift towards environmentally conscious and thoughtful gift choices. We creatively and uniquely reuse bottles, innovating them to showcase plants.

FLO IMPACT

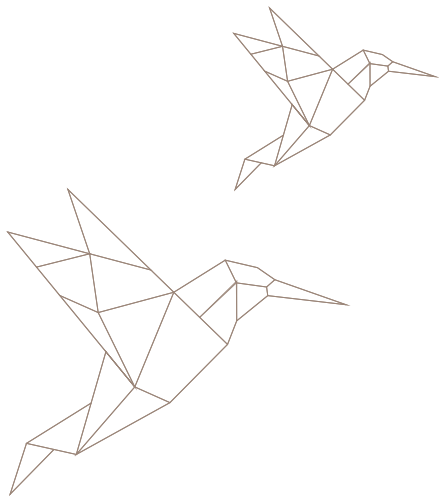
FLO has always supported me in my green endeavour by helping me reach a mass of persons, whether it be seed ball (making and distribution), creation of forests in police and BSF-controlled areas, a month-long distribution of free plants drive, creation of vertical garden. FLO Amritsar also received an award for their green endeavour.



5 YEARS IN BUSINESS AND 7
YEARS AS
ENVIRONMENTALIST,
INSTRUMENTAL IN
EDUCATING MORE THAN 2
LAKH STUDENTS ON THE
ENVIRONMENT, NATIONAL
AND INTERNATIONAL
JOURNALS OF REPUTE HAVE
FEATURED MY ARTICLES
INCLUDING FIRSTPOST,
NEWS18, FRENCH
NEWSPAPERS AND MORE.



Social entrepreneurship can be a less recognized sector of organized work, with little support shown from groups that do not understand our mission.



COMMUNITY IMPACT

Our driver training program, among other initiatives, empowers women from lesser privileged backgrounds, contributing to community development.

OVERCOMING HURDLES

Social entrepreneurship can be a less recognized sector of organized work, with little support shown from groups that do not understand our mission.

FLO IMPACT

FLO Bangalore has partnered with Awake for their driver training program, supporting them immensely and standing as testament to the collaborative impact on entrepreneurship among women.

ASHA ARUN
BANGALORE

Address: B-76, KSSIDC Industrial Estate, Rajajinagar

BUSINESS IMPACT & INNOVATION

The entrepreneurial spirit of Awake Foundation is exemplified through our impactful skilling programs, leaving a lasting impression on the lives of women.

FUTURE PLANS

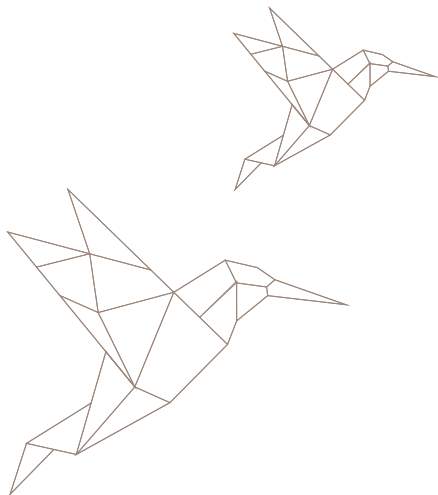
Our aim is to continue igniting the spirit of entrepreneurship in women from underprivileged backgrounds, creating lasting positive change.

AS A SOCIAL
ENTREPRENEUR IMPACTING
WOMEN THROUGH LARGE
SCALE SKILLING PROGRAMS,
MY MISSION IS TO
EMPOWER WOMEN FROM
UNDERPRIVILEGED
BACKGROUNDS THROUGH
ENTREPRENEURSHIP
DEVELOPMENT TO IMPROVE
THEIR ECONOMIC
CONDITION.





Our training programs extend to government school teachers, contributing to a more inclusive and diverse educational landscape



COMMUNITY IMPACT

Our training programs extend to government school teachers, contributing to a more inclusive and diverse educational landscape.

OVERCOMING HURDLES

We faced challenges such as financial sustainability, resource constraints, community engagement, government regulations, scaling impact, staffing, measuring effectiveness, and managing partnerships.

FLO IMPACT

FLO Bangalore has collaborated with us to develop custom programs for training government school teachers, showcasing business impact and innovation in education. FLO Bangalore members actively collaborate with us for teacher training in their respective educational institutions, highlighting the positive impact within the FLO community.

SHUKLA BOSE BANGALORE

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Sahakaranagar, Bangalore 560 092
Phone: 91-80-2363 5225 / 5782

BUSINESS IMPACT & INNOVATION

Parikrma Humanity Foundation runs 4 schools and a junior college offering free CBSE syllabus to over 1800 students from slums in Bengaluru. They are further given three meals a day, comprehensive healthcare, and family support to enable a supportive and stable home environment. This model is known as our 'Circle of Life' or '360 Degree Development Model'. We extend community development to families in over 100 slums and work with women empowerment. In the year 2003, Shukla started the Parkirma Humanity Foundation – A rooftop school in Rajendranagar in Bengaluru with 165 students from the slums. Today, with over four schools and one junior college, Parikrma Humanity Foundation continues to offer high quality education and support to 1800 children from four orphanages and over 100 slums in the city and was awarded the No.1 Social Impact School in India 2019-20.

AS AN EDUCATIONAL
ENTREPRENEUR, I AM
DEDICATED TO IMPACTING
LIVES THROUGH
TRANSFORMATIVE
TRAINING PROGRAMS,
FOCUSING ON DIVERSITY IN
EDUCATION.

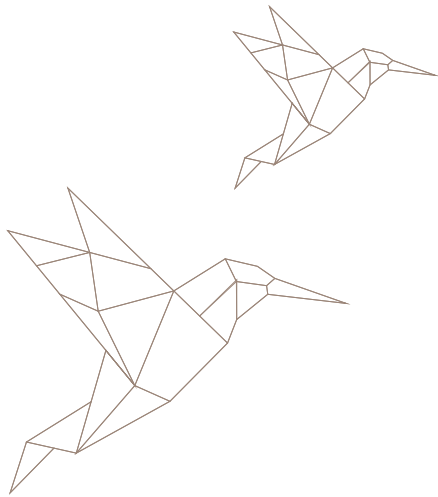
FUTURE PLANS

To drive positive change through comprehensive training programs, with a focus on diversity in education.





We ensure women have the opportunity to become leaders in our organization and the mushroom industry by conducting workshops and providing networking opportunities, fostering a supportive environment for their growth and success.



COMMUNITY IMPACT

By teaching sustainable mushroom farming practices to the community, we empower individuals to earn income and acquire valuable skills, ultimately reducing poverty and fostering community cohesion and empowerment. We ensure women have the opportunity to become leaders in our organization and the mushroom industry by conducting workshops and providing networking opportunities, fostering a supportive environment for their growth and success.

OVERCOMING HURDLES

Weather fluctuations, contamination risks, technical knowledge acquisition, market demand fluctuations, infrastructure costs, competition, quality control, supply chain management, pests, natural disasters, and regulations are some of the challenges encountered in mushroom farming.

She was part of a special delegation uplifting women in Bhubaneswar.



BASANTI SWAIN
BHUBANESWAR

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Phone: 7894753185

BUSINESS IMPACT & INNOVATION

Our mushroom farm thrives due to innovative and ecofriendly farming practices. We prioritize sustainability in everything from sourcing materials to waste management, ensuring a positive impact on the environment. By incorporating new ideas, creative branding, unique products, and the latest technology, we maintain competitiveness and make a positive impact in the mushroom farming industry.

FLO IMPACT

FLO Bhubaneswar has provided technical training in agriculture to our community, significantly increasing our yield and productivity. Moreover, FLO has introduced us to alternative income sources, enhancing our livelihoods.

FUTURE PLANS

Expanding our product line to include tasty Chilly Sauce and Tomato Sauce, as well as expanding our Biri Badi business.

AS A HARDWORKING MUSHROOM FARMER IN ANGUL, I HAVE CULTIVATED VARIOUS TYPES OF MUSHROOMS, OVERCOMING CHALLENGES LIKE CHANGING WEATHER AND PROTECTING THE MUSHROOMS FROM HARM. I PRIORITIZE MAINTAINING A CLEAN GROWING AREA FOR TOPQUALITY MUSHROOMS AND MANAGING COSTS FOR MY FARM TO ENSURE PROFITABILITY. ADDITIONALLY, I CONTRIBUTE TO MY COMMUNITY BY SHARING KNOWLEDGE GAINED FROM TRAINING PROGRAMS LIKE FICCI LADIES ORGANIZATION (FLO) IN BHUBANESWAR, WHICH HAS SIGNIFICANTLY CONTRIBUTED TO MY SUCCESS AS A MUSHROOM FARMER.

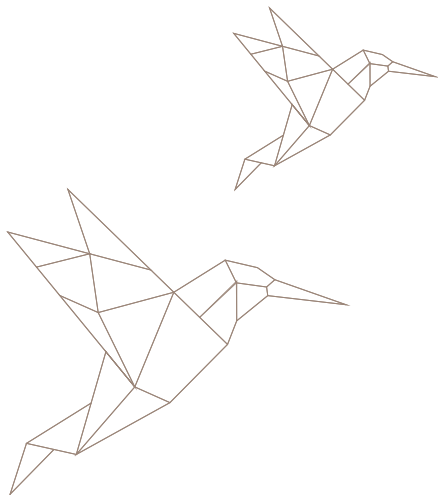


COMMUNITY IMPACT

Providing local honey, creating jobs, enhancing town aesthetics, and promoting nature education through fun programs.



In my work, I have had to deal with pests, diseases, weather changes, pesticide use, competition, and regulatory compliance.



OVERCOMING HURDLES

In my work, I have had to deal with pests, diseases, weather changes, pesticide use, competition, and regulatory compliance.

FLO IMPACT

Received technical training from FLO Bhubaneswar, leading to increased productivity and income opportunities for my business and for its stakeholders. FLO has also supported my journey in women's leadership roles through the conferences, seminars, and skill development programmes that it has organised, giving me a strong sense of what it means to be a woman leader.



BIDYUJWALA SAHOO

BHUBANESWAR

Phone: 7605990940

BUSINESS IMPACT & INNOVATION

Embracing ecofriendly methods, innovative hive management, waste reduction, creative branding, and incorporating technology in beekeeping.

BEEKEEPER FOR 3 YEARS,
ASPIRING MUSHROOM AND
FLOWER FARMER TRAINER.

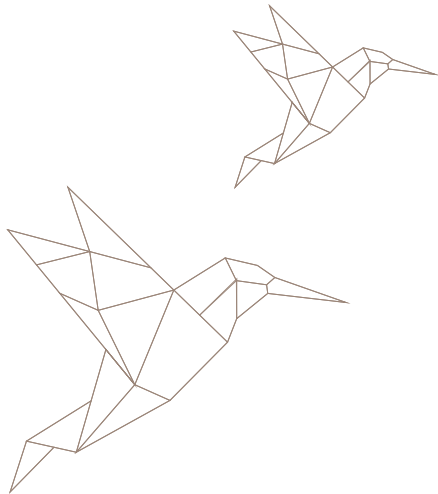
FUTURE PLANS

Cultivating mushrooms and flowers, diversifying offerings, and enhancing community engagement.





She is actively engaged in implementing new farming techniques, creative marketing, growing produce using increasingly more eco-friendly practices, and community engagement.



OVERCOMING HURDLES

Managing unpredictable weather, pests, market price fluctuations, access to modern tools, and staying updated on regulations and market changes.

BUSINESS IMPACT & INNOVATION

She is actively engaged in implementing new farming techniques, creative marketing, growing produce using increasingly more eco-friendly practices, and community engagement. She is able to turn profits through the selling of fresh tomatoes and has created job opportunities, fostered community unity, and attracted both visitors and potential female workers to her new venture.

FUTURE PLANS

She is diversifying into cauliflower farming, implementing sustainable farming practices, and fostering community support.

BIMALA MALLICK

BHUBANESWAR

Phone : 9827696141

FLO IMPACT

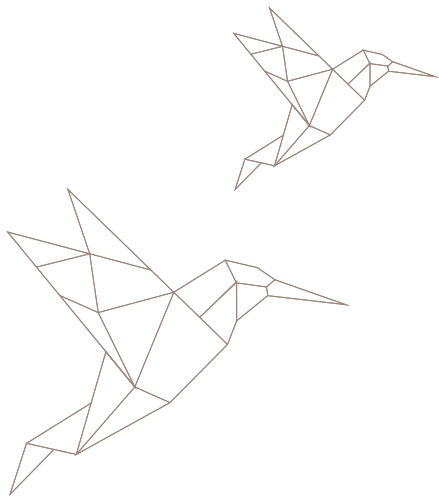
Received technical training from FLO Bhubaneswar, leading to increased productivity and income opportunities. FLO has supported her journey through setting up opportunities for networking and emphasising women's leadership through conferences, seminars, and skill development.

SHE HAS BEEN A TOMATO FARMER FOR 3 YEARS, HAVING OVERCOME PERSONAL, SOCIOCULTURAL AND ECONOMIC BARRIERS.





By fostering awareness among tribals, student, and underprivileged women, we strive to break cultural taboos surrounding menstruation.



COMMUNITY IMPACT

Beyond providing biodegradable sanitary pads, we actively engage in community outreach and education initiatives. By fostering awareness among tribals, student, and underprivileged women, we strive to break cultural taboos surrounding menstruation. We are empowering women with knowledge about sustainable menstrual practices, contributing to improved hygiene, reduced environmental impact, and enhancing overall wellbeing through collaborative efforts and targeted programs.

OVERCOMING HURDLES

Raising awareness about biodegradable sanitary pads, navigating cultural taboos, ensuring product accessibility in remote areas.

BUSINESS IMPACT & INNOVATION

Despite pioneering biodegradable sanitary pads, raising awareness among tribals, students, and underprivileged women remains a significant hurdle.

MS. CHITRANSHI
BARANWAL
BHUBANESWAR

Email: chitranshi.baranwal@geniepads.in
Website: www.geniepads.in

WORKING IN THE DELIVERY
OF BIODEGRADABLE
SANITARY PADS TO REMOTE
AREAS.

The need to navigate cultural taboos surrounding menstruation poses another challenge, demanding nuanced communication strategies. Ensuring widespread accessibility to their innovative products in remote areas is an ongoing logistical challenge.

FLO IMPACT

FLO has helped us tremendously in terms of mentoring, consultation and connecting to the right people in our domain.

FUTURE PLANS

We aim to deepen our impact on sustainable menstrual health. The roadmap includes expanding educational initiatives, reaching more underserved communities, and fostering strategic collaborations. Innovations in product development and a continued commitment to ecofriendly solutions underline the mission of empowering women holistically and sustainably.



COMMUNITY IMPACT

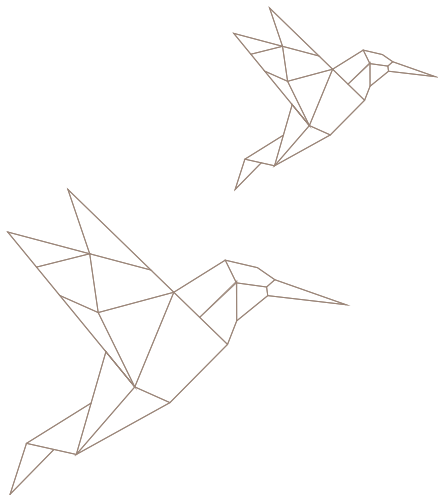
Compost farming helps us in two big ways: saving money and creating jobs. First, it saves our money because we don't need to buy expensive fertilisers. Second, compost makes the soil better, so we can grow more crops and earn even more money. Also, making compost creates jobs in different areas, like collecting waste, making compost and selling it. This doesn't just help us and farmers but also people in the local community.

OVERCOMING HURDLES

As a compost farmer, we require quality control, the right space and tools. We need to control odours and follow regulations. Identifying buyers can be difficult. Farmers also need to be trained to explain the product. Seasonal fluctuations, bugs and contaminants in the compost need careful attention.



Making compost creates jobs in different areas, like collecting waste, making compost and selling it.



DALIMBA MAHANTA

BHUBANESWAR

Phone : 9348060451

BUSINESS IMPACT & INNOVATION

Creative marketing and making new compost products helps us reach more people, especially ecoconscious persons. Following ecofriendly practices, like using less and taking care of the Earth, helping nature, making the business last longer. So, by being smart, creative and kind to the environment, we are making our business grow, meeting demands and doing good for both nature and our success!

FLO IMPACT

The technical training offered by FLO greatly benefited our compost farming endeavours. We learned advanced agricultural practices on different compost farming methods. This resulted in a significant increase in our productivity, allowing us to produce higher quality compost. Additionally, FLO has introduced us to innovative approaches that have expanded our income opportunities within the compost farming industry. We are truly grateful for the support and guidance provided by FLO, as it has not only improved our productivity but also opened up new avenues for financial success in the field of compost farming.

COMPOST FARMER FOR 2
YEARS.

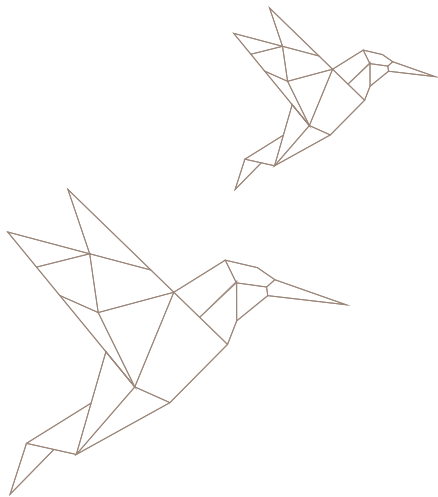
OUR VISION

Our plan is to create smart solutions that protect crops from bugs without hurting people or the environment. These special pesticides will make vegetables healthier and more plentiful. By learning and trying, we hope to make a brandnew kind of pesticide that protects crops well while keeping everyone and the environment safe and sound.





Through its innovative devices, the company aims to improve patient outcomes and reduce complications, ultimately contributing to the socioeconomic growth of communities.



COMMUNITY IMPACT

Dentinvent Private Limited aspires to play an essential role in transforming society by providing affordable healthcare solutions. Through its innovative devices, the company aims to improve patient outcomes and reduce complications, ultimately contributing to the socioeconomic growth of communities. By addressing unmet needs in the healthcare sector, Dentinvent strives to make a positive impact on society.

OVERCOMING HURDLES

The journey of Dentinvent Private Limited has been marked by various challenges typical to startups, including business ownership challenges, funding constraints, customer acquisition hurdles, and maintaining work-life balance. However, through perseverance and strategic planning, Dr. Srivastava has navigated these obstacles, laying the foundation for Dentinvent's future success.



DR GUNJAN SRIVASTAVA
BHUBANESWAR

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Phone: 9337201352

BUSINESS IMPACT & INNOVATION

Dentinvent Private Limited is committed to producing effective healthcare solutions through innovation and scalable technology. By addressing the challenges faced by dental practitioners, particularly in endodontic treatments, Dentinvent aims to provide affordable options for healthcare devices. Its flagship product, designed to address the lack of simultaneous suction and irrigation devices in the market, promises to significantly improve patient outcomes and reduce complications.

FUTURE PLANS

Dentinvent Private Limited's future plans revolve around understanding the needs of dental surgeons and expanding its market presence. Initially targeting dentists in Bhubaneswar performing endodontic treatments, Dentinvent aims to scale its operations across Odisha and eventually throughout eastern India. The company's sales strategy revolves around a business-to-business (B2B) model, ensuring direct engagement with its target customers.

SHE HAS BEEN A TOMATO FARMER FOR 3 YEARS, HAVING OVERCOME PERSONAL, SOCIOCULTURAL AND ECONOMIC BARRIERS.

FLO IMPACT

FICCI FLO has provided Dentinvent Private Limited with a valuable platform to showcase its innovative journey and pitch for funding. As a women-led enterprise, Dentinvent aligns with FLO's mission of promoting gender diversity and equality in business. Through initiatives such as regular company statistics review and promoting open discussions on diversity, Dentinvent aims to foster an inclusive work environment and contribute to FLO's broader objectives.

COMMUNITY IMPACT

Beyond business success, my venture has had a profound impact on the community, providing fresh mushrooms, creating job opportunities, imparting valuable skills, fostering community unity, and even attracting visitors, thus contributing to the local economy and social cohesion.

OVERCOMING HURDLES

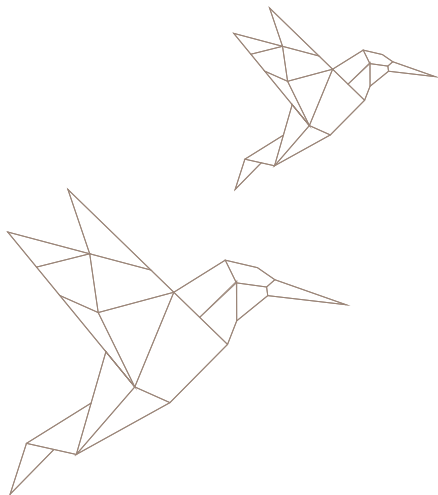
Overcoming challenges like weather fluctuations, contamination, and market fluctuations required resilient strategies. Creative branding, special product development, and the utilization of new technologies have been pivotal in maintaining a competitive edge despite infrastructure costs and regulatory hurdles.

FLO IMPACT

Through technical training received from FLO Bhubaneswar, productivity and income opportunities have been significantly enhanced. FLO's support for women's leadership through conferences, seminars, and skill development has been instrumental in furthering personal and professional growth.



Overcoming challenges like weather fluctuations, contamination, and market fluctuations required resilient strategies.



PRAMILA SWAIN

BHUBANESWAR

Phone : 9668039883

BUSINESS IMPACT & INNOVATION

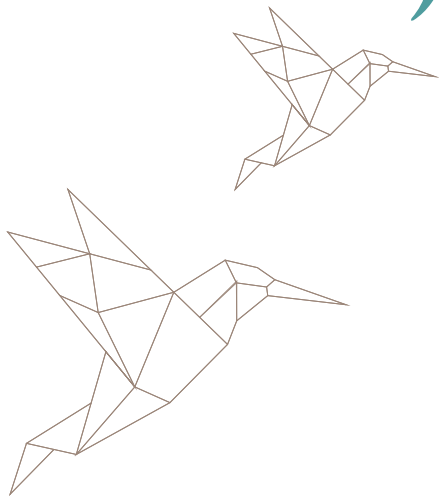
Implementing ecofriendly practices and community education initiatives have not only bolstered business sustainability but have also contributed positively to the environment. Future plans involve expanding mushroom product offerings, fostering partnerships with local businesses, and exploring ecofriendly packaging solutions to further enhance sustainability.

HAVING DELVED INTO MUSHROOM FARMING FOR 34 YEARS AND POSSESSING A BACKGROUND IN EDUCATION, I'VE CONFRONTED A MYRIAD OF CHALLENGES. FROM WEATHER FLUCTUATIONS TO REGULATORY HURDLES, EACH OBSTACLE HAS DEMANDED INNOVATIVE SOLUTIONS TO SUSTAIN MY VENTURE AMIDST THE EVERCHANGING MARKET DYNAMICS.





We conduct workshops and training sessions to develop women's leadership skills, provide mentorship opportunities, and ensure equal access to resources and information



COMMUNITY IMPACT

Wheat and organic farming create job opportunities, promote healthier living, and strengthen community ties, contributing to overall wellbeing and prosperity. We conduct workshops and training sessions to develop women's leadership skills, provide mentorship opportunities, and ensure equal access to resources and information, fostering a supportive environment for women's advancement in farming.

OVERCOMING HURDLES

Weather fluctuations, pests, soil quality management, water scarcity, market price volatility, access to modern tools, government regulations, and climate change are some challenges faced in wheat farming.

BUSINESS IMPACT & INNOVATION

Through creative marketing, innovative farming methods, and ecofriendly practices, we make a positive impact in wheat and organic farming. We aim to expand our product line to include new organic products, supporting a healthier lifestyle and contributing to a greener environment.

RASHMITA DEHURY

BHUBANESWAR

Phone: 9938487939

FLO IMPACT

FLO Bhubaneswar has provided valuable technical training in agriculture, resulting in increased productivity and income opportunities for our community.

FUTURE PLANS

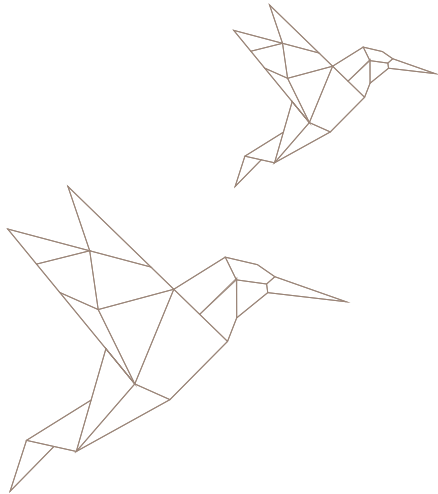
Introducing new products in organic farming, such as pesticidefree solutions for crop protection, and expanding into cauliflower farming.

AS A WHEAT FARMER, I PRIORITIZE CULTIVATING ORGANIC PRODUCTS AND AIM TO MAKE SOCIETY CHEMICALFREE. DESPITE CHALLENGES LIKE UNPREDICTABLE WEATHER AND PESTS, I WORK DILIGENTLY TO ENSURE SOIL QUALITY AND WATER CONSERVATION. I REMAIN DETERMINED TO MAKE MY FARMING SUSTAINABLE AND CONTRIBUTE TO MY COMMUNITY'S GROWTH.





By focusing on product diversification and community engagement, Chicolaca continues to expand its reach and impact.



COMMUNITY IMPACT

Beyond its commercial endeavors, Chicolaca is deeply committed to making a positive impact on the community. Through its CSR initiatives, particularly its support for Wood Apple School for children with special needs, Chicolaca demonstrates its dedication to social responsibility. By sourcing ingredients locally and engaging with marginalized communities, Chicolaca fosters economic empowerment and promotes inclusive growth.

OVERCOMING HURDLES

One of the primary challenges faced by Chicolaca was the lack of awareness surrounding millet products and their health benefits, coupled with ineffective marketing strategies. However, through innovation and strategic initiatives, Chicolaca has successfully overcome these hurdles, establishing itself as a prominent player in the confectionery sector. By focusing on product diversification and community engagement, Chicolaca continues to expand its reach and impact.



SANTA BALIARSINGH
BHUBANESWAR

Website: <https://chicolaca.in/about/>.

BUSINESS IMPACT & INNOVATION

Chocolaca's innovative approach lies in the creation of millet chocolates, truffles, and its signature Millet immunity booster, Mille-T. By addressing the lack of awareness regarding the health benefits of millet products and effective marketing strategies, Chocolaca has carved a niche in the market. Its commitment to blending traditional agricultural produce with modern confectionery techniques showcases a unique fusion of flavors and promotes healthier alternatives in the snacking industry.

FLO IMPACT

FICCI FLO has played a pivotal role in recognizing Chocolaca's innovative approach and providing a platform to showcase its journey. Through FLO's support, Chocolaca has been able to passionately pitch its groundbreaking ideas, with the aim of securing vital funding to bring these innovations to fruition. As a women-led enterprise, Chocolaca embodies FLO's mission of empowering women entrepreneurs and driving positive change in society.



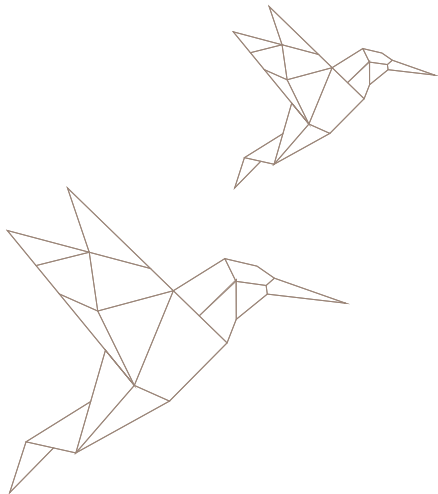
SANTA BALIARSINGH IS THE FOUNDER OF CHOCOLACA, ODISHA'S PIONEERING MANUFACTURING AND WOMEN-LED ENTERPRISE. CHOCOLACA SPECIALIZES IN CRAFTING BEAN-TO-BAR COUVERTURE CHOCOLATES, INCORPORATING LOCALLY SOURCED AGRICULTURAL PRODUCTS SUCH AS MILLET, COFFEE, TURMERIC, DRY FRUITS, DRIED FRUITS, AND SPICES. IN ADDITION TO ITS ARTISANAL CHOCOLATES, CHOCOLACA OPERATES A MILLET-BASED BAKERY, TRANSFORMING CONVENTIONAL JUNK FOOD INTO NUTRITIOUS ALTERNATIVES. AS PART OF ITS CORPORATE SOCIAL RESPONSIBILITY (CSR), THE BRAND SUPPORTS WOOD APPLE SCHOOL FOR CHILDREN WITH SPECIAL NEEDS.

FUTURE PLANS

Chocolaca's future plans include scaling up its business operations by increasing productivity through the installation of new plants and machinery. Additionally, the brand aims to establish direct connectivity with tribal and farmer producer organizations, thereby creating sustainable livelihoods and promoting ethical sourcing practices. By leveraging its innovative products and strong community partnerships, Chocolaca is poised for continued growth and success in the market.



We're working on capacity building for livelihood diversification and establishing better infrastructure. Capacity building initiatives aim to diversify livelihoods and establish infrastructure facilities.



COMMUNITY IMPACT

FLO Coimbatore has undertaken various initiatives, including building toilets, workplaces, machinery, accessory items for herbal powder production, skilling centers for tailoring and digital literacy programs, borewells, and health checkups for families, contributing to community development and empowerment.

OVERCOMING HURDLES

Crucial issues include convincing tribal women to pursue other sustainable livelihoods than their mainstays, creating a bottom up model for holistic community development and increasing awareness about different earning opportunities beyond the daily wage model.

FLO IMPACT

FLO has been instrumental in providing essential facilities such as toilets, a workplace, machinery, and accessory items for herbal powder production. We've also set up a skilling center to teach tailoring and digital literacy programs, along with health checkups for families.

MS. THULASIMANI
COIMBATORE

E-mail: drkaminisurendran@gmail.com
Phone: 9843317629

BUSINESS IMPACT & INNOVATION

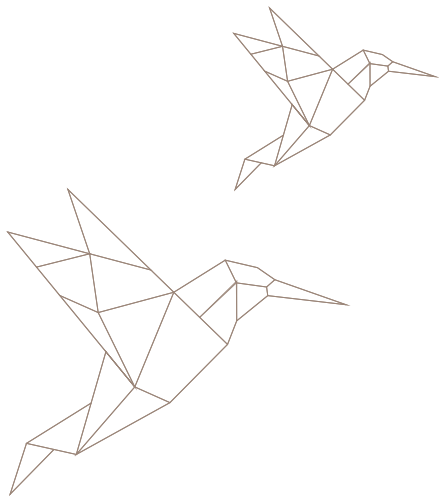
We're working on capacity building for livelihood diversification and establishing better infrastructure. Capacity building initiatives aim to diversify livelihoods and establish infrastructure facilities. Efforts are underway to increase women's income through agricultural advice from Tamil Nadu Agricultural University, installation of borewells and solar power, and provision of essential amenities.

BY APPLYING TRADITIONAL SKILLS AND VILLAGE LEVEL TECHNOLOGY IN FOREST PRODUCT BASED ENTERPRISES, WE'VE PROVIDED SECONDARY EMPLOYMENT AND LIVELIHOOD OPPORTUNITIES FOR TRIBAL PEOPLE, WHILE ALSO CONTRIBUTING TO ENVIRONMENTAL IMPROVEMENT. SELLING OUR PRODUCE IN TOWNS INCREASED DEMAND FOR OUR PRODUCTS, SPARKING NEW IDEAS AND ORIGINAL ECO FRIENDLY PRODUCTS.





Her commitment to her craft demonstrates the potential for individuals to pursue their passions regardless of their circumstances.



COMMUNITY IMPACT

Chotti's artistic journey serves as inspiration to aspiring artists, particularly those from rural backgrounds. Her commitment to her craft demonstrates the potential for individuals to pursue their passions regardless of their circumstances.

OVERCOMING HURDLES

Chotti Tekam is a budding artist in the contemporary Gond genre, with a career spanning two years. Originally from the village of Patangarh in the Dindori district of Madhya Pradesh, Chotti moved to Bhopal after marrying Santosh Tekam, where she discovered a vibrant artist community.

BUSINESS IMPACT & INNOVATION

Chotti primarily focuses on depicting deer, using acrylic paints for their versatility. She infuses her artwork with diverse motifs, showcasing her unique style. Despite her relatively short career, Chotti has gained recognition among established artists in the contemporary Gond genre.

CHOTTI TEKAM
DELHI

FLO IMPACT

While being a part of FLO, this incredible artist has received many awards and has also been honoured as the Women Achiever (2016-17) by FLO for reviving the tribal art. She has gained a lot of recognition for her artwork within the FLO community.

FUTURE PLANS

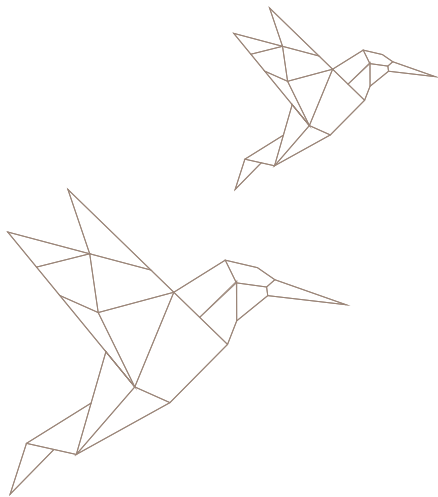
Chotti aims to further develop her artistic skills and expand her presence in the art world. She continues to dedicate time to her passion for painting while balancing her roles as a mother and wife.

CHOTTI TEKAM IS A BUDDING ARTIST IN THE CONTEMPORARY GOND GENRE, WITH A CAREER SPANNING TWO YEARS. ORIGINALLY FROM THE VILLAGE OF PATANGARH IN THE DINDORI DISTRICT OF MADHYA PRADESH, CHOTTI MOVED TO BHOPAL AFTER MARRYING SANTOSH TEKAM, WHERE SHE DISCOVERED A VIBRANT ARTIST COMMUNITY.





Kagzi Bottles aims to provide sustainable alternatives using bamboo composites.



COMMUNITY IMPACT

Kagzi Bottles' ecofriendly bottles promote mindful consumerism and contribute to environmental conservation by saving plastic and reducing carbon emissions. Founded by a woman entrepreneur, Kagzi Bottles is committed to promoting sustainability and empowering women in leadership roles. Our employee gender ratio is currently 1:1.

OVERCOMING HURDLES

Addressing the challenge of liquid packaging and the environmental impact of plastic bottles, Kagzi Bottles aims to provide sustainable alternatives using bamboo composites.

BUSINESS IMPACT & INNOVATION

Kagzi Bottles is India's first company to offer sustainable liquid packaging solutions. Their initial product, a sustainable bottle for shampoos, conditioners, and handwashes, is fully recyclable and made from bamboo composites. They plan to expand production to include bottles made from other agricultural waste in the future.

SAMIKSHA GOVIL

HYDERABAD

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Website: www.kagzibottles.com

Phone: 9999105362

FLO IMPACT

FLO Hyderabad played a crucial role in supporting and nurturing Kagzi Bottles during its early stages. Samiksha joined WeHub incubation through FLO, which provided valuable resources, mentorship, networking opportunities, and infrastructure for growth and success.

SAMIKSHA IS THE FOUNDER AND DIRECTOR OF KAGZI BOTTLES, WITH AN MBA AND PREVIOUS EXPERIENCE AT COMPANIES LIKE ERNST & YOUNG AND STANDARD CHARTERED. HER VISION IS TO CREATE SUSTAINABLE PRODUCTS THAT REPLACE PLASTIC FROM EVERYDAY LIFE.

FUTURE PLANS

Kagzi Bottles has conducted successful trials with prominent industry players and aims to expand its production to include bamboo tubes and paper bottles. Their goal is to provide ecofriendly choices that reduce plastic consumption and carbon footprint.



COMMUNITY IMPACT

We try and procure most of our raw materials, especially grains from local farming communities, especially women farmers. We have an allwoman staff at our production level and wish to keep the same as we expand. (Sudha is currently the only woman in a leadership role but ensures flexible work hours and safe transportation for all women staff. She involves them in product development discussions to encourage fresh ideas.)

OVERCOMING HURDLES

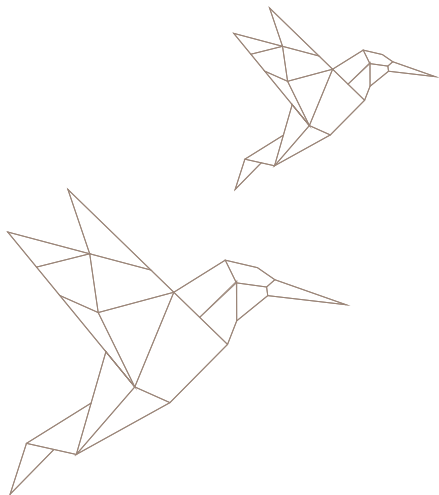
Switching from IT to entrepreneurship was a big leap, but my ISB PGP gave me business insights. Passion and belief kept me going through tough times. Developing glutenfree and RTC products brought challenges: sourcing, processing, and educating consumers about health benefits and our brand.

OUR VISION

Lead the way in food and nutraceuticals, drawing on ancient wisdom of local ingredients/methods for holistic health and wellbeing



Unlike industrial methods, our processing techniques are based on traditional roasting/drying, tailored for bulk production.



SUDHA NALLAPARAJU
HYDERABAD

E-mail: n.sudha88@gmail.com
Website: www.harithaherbals.com
Phone: 9490753116

BUSINESS IMPACT & INNOVATION

We champion local grains, especially millets, promoting their dietary importance. Unlike industrial methods, our processing techniques are based on traditional roasting/drying, tailored for bulk production. Sustainability is key, reflected in our packaging across all products.

FLO IMPACT

FLO Hyderabad has facilitated in setting up our first manufacturing unit at the FLOTSIIC Industrial Park, Sultanpur Hyderabad. This has really helped start our own production and open up opportunities to new venues in health and wellness space.

A SOFTWARE ENGINEER
TURNED ENTREPRENEUR,
WITH A BACKGROUND IN
INFORMATION
TECHNOLOGY AND A PGP
IN MANAGEMENT FROM ISB.
FOUNDED HARITHA
HERBALS AND LAUNCHED
HARITHA FOODS, A
HEALTHY PACKAGED FOOD
PRODUCT LINE.

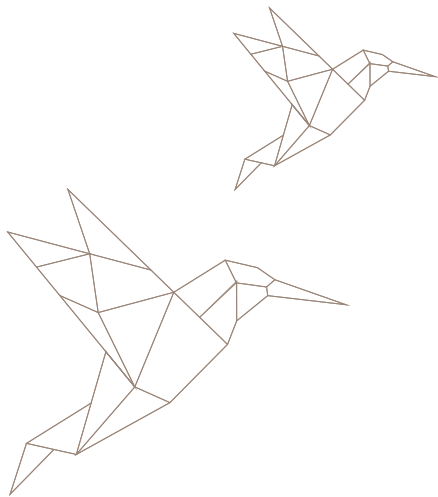
FUTURE PLANS

To pioneer food and nutraceutical products based on local ingredients and methods, fostering a holistic lifestyle focused on health and wellbeing.





Our focus on delivering high quality precast products drives infrastructure development, creating lasting and efficient structures.



COMMUNITY IMPACT

By promoting gender equality and empowering a female workforce, we're not just driving economic growth but also advancing society. Our focus on delivering high quality precast products drives infrastructure development, creating lasting and efficient structures. Additionally, our eco friendly initiatives promote environmental stewardship, ensuring a sustainable future. Through community engagement and outreach, we're building strong connections and demonstrating our commitment to holistic growth and sustainability. Implementing strategies to promote women leadership within the precast industry, breaking down barriers, and paving the way for women to lead with distinction.

FUTURE PLANS

Empowering a predominantly female workforce and fostering inclusivity and diversity. Our mission is to cultivate a greener planet, eliminating harmful plastic residues.

SUJITHA REDDY CHITYALA
HYDERABAD

E-mail: sujitha@rainbowprecast.com
Website: www.srishtiprecast.com

BUSINESS IMPACT & INNOVATION

Innovative, sustainable strategies in the precast industry are revolutionising construction methods, making a big impact on business. From pioneering precast techniques to eco friendly practices, we're cutting timelines, boosting quality, and attracting eco conscious clients. With creative designs and sustainable approaches, we're not just building projects; we're shaping a greener future.

OVERCOMING HURDLES

Setting up manufacturing sites requires hefty investments in gear, tech, and structures. And for female entrepreneurs, earning respect can be an uphill battle. Luckily, I've got a rocksolid family backing me up, smoothing out those bumps. Real leadership isn't hoarding knowledge; it's lifting others up, fueling creativity and greatness with a common goal. My motto? Progress beats perfection. That's why I'm all about raising the bar, empowering my team through constant training, and embracing growth at every turn.



9 YEARS OF EXPERIENCE.
THE PRECAST INDUSTRY IS
A TRANSFORMATIVE FORCE,
IMPACTING COMMUNITIES
IN MULTIPLE WAYS.
COMPANIES LIKE RAINBOW
PRECAST PRODUCTS AND
SRISHTI PRECAST ARE
LEADING THE CHARGE
WITH INNOVATIVE
METHODS AND STRONG
COMMITMENTS TO
SUSTAINABILITY.

OUR VISION

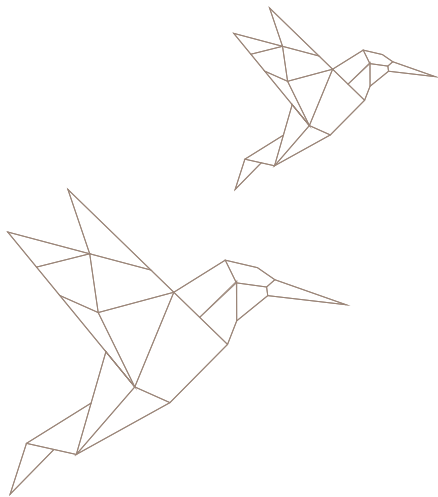
Embarking on the creation of eco-friendly products, I am dedicated to empowering a predominantly female workforce, fostering inclusivity and diversity. Our mission is to cultivate a greener planet, eliminating harmful plastic residues. We empower conscious consumers with simple solutions to enact change daily, sparking a ripple effect towards sustainable living, envisioning a thriving future of sustainability.

FLO IMPACT

Establishing my business was expedited by FLO Hyderabad's establishment of a 100% women owned Industrial Park. This allowed me to expand my reach to a wider vendor base. FLO played a pivotal role in not just acquiring land but also offering steadfast support from inception to fruition. This Industrial Park serves as a beacon, showcasing women's ability to thrive in traditionally male dominated sectors.



Kaapro Management Solutions has contributed to job creation in tier 2 and tier 3 cities by connecting qualified individuals with corporate opportunities.



COMMUNITY IMPACT

Kaapro Management Solutions has contributed to job creation in tier 2 and tier 3 cities by connecting qualified individuals with corporate opportunities. Additionally, the company provides staffing services to social sector organizations, facilitating the execution of long-term programs across various states in India.

OVERCOMING HURDLES

Minakkshi has faced numerous challenges throughout her entrepreneurial journey, including the closure of her first business due to external factors. However, these setbacks motivated her to establish Kaapro Management Solutions, which has grown into a national-level HR firm with offices across India.

FUTURE PLANS

Kaapro aims to expand its presence to more cities in India, with plans to achieve a turnover of 100 crores by 2030. The company intends to diversify its services into emerging sectors such as solar/wind energy and aviation, as well as provide manpower management for new government projects.

MINAKKSHI GOEL

INDORE

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Website: www.kaapro.co.in

Phone: 9893036665

BUSINESS IMPACT & INNOVATION

1. Minakkshi's focus on nurturing and retaining talent within her organization has been instrumental in its success. Implementing robust HR systems, conducting regular appraisals, and providing external training for employees have been key strategies.
2. Kaapro Management Solutions has expanded its market presence beyond the corporate sector, serving organizations in the social development and government sectors.
3. By ensuring a cashless operation and adhering to tax and statutory compliances, Minakkshi has maintained transparency and streamlined processes within her organization.

FLO IMPACT

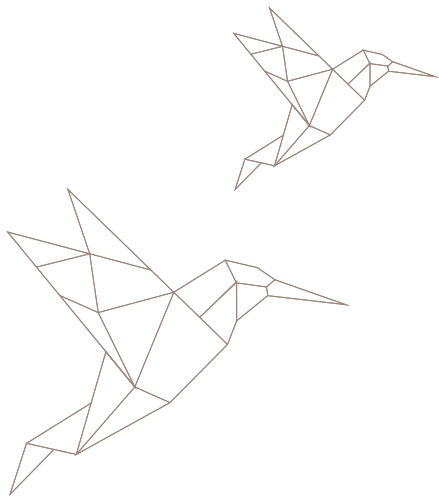
FLO's programs have provided her with opportunities for skill enhancement and networking, inspiring her to strive for personal and professional growth. She acknowledges the power of building a community of women who support each other's development and aspirations. She has cited Joyshree Verma's reference as her support system from FLO.

MINAKKSHI GOEL IS AN INNOVATIVE AND PERFORMANCE-DRIVEN ENTREPRENEUR WITH A DEEP PASSION FOR BUSINESS. IN 2003, SHE INITIATED HER FIRST VENTURE AS A FRANCHISEE FOR MA FOI, A NATIONAL-LEVEL HR SERVICES COMPANY. DESPITE FACING THE CHALLENGE OF CLOSURE WHEN THE PARENT COMPANY WAS ACQUIRED BY A MULTINATIONAL CORPORATION, SHE EMBARKED ON HER ENTREPRENEURIAL JOURNEY IN 2010 BY CO-FOUNDING KAAPRO MANAGEMENT SOLUTIONS PVT. LTD.





The establishment of GUGU Disposable Unit marked a significant innovation in Kishtwar, being the first of its kind in the district.



CHALLENGES BEFORE UMEED

Before joining UMEED, Hameeda found herself confined within the walls of her home, unemployed, and without any savings. Convincing her conservative family to support her entrepreneurial ambitions and securing capital were

OVERCOMING HURDLES

Coming from a marginalized and orthodox family background in a rural area, Hameeda faced significant challenges in pursuing her entrepreneurial aspirations. Convincing her family to support her venture and sourcing capital were major hurdles she had to overcome. However, through her determination and the support provided by JKRLM, she turned these challenges into opportunities.

BUSINESS IMPACT & INNOVATION

Hameeda started her journey by establishing a dairy farm, which she eventually expanded into a milk processing unit under the brand name "ASLI DAHI".

HAMEEDA BANO
JAMMU AND KASHMIR

Phone: 9906805976

By learning the process of milk conversion into yogurt, she added value to her product and increased its market value from Rs 26 to Rs 35 per unit. ASLI DAHI has now become a recognized brand, catering to both rural and urban markets.

OUTCOME/KEY LEARNING

Hameeda's entrepreneurial venture not only brought financial independence but also earned her respect and recognition within her family and society. Through UMEED, she empowered herself and thousands of other women in her block, enabling them to realize their dreams and become decision-makers in their families. The scheme has revolutionized the lives of women, providing a path to dignified living and sustainable livelihoods.

FLO IMPACT

From not having a bank account, she now has a savings account and has availed loans amounting to 15 lakhs, which she utilized for her livelihood and business growth, with the support of her brother. FLO has contributed to these loans and encouraged her to set up her unit with full support from the team

HAMEEDA BANO, A 33-YEAR-OLD FROM LAR BLOCK, GANDERBAL, EMBARKED ON HER JOURNEY WITH JKRLM'S UMEED INITIATIVE IN JUNE 2013. DESPITE LIMITED EDUCATION QUALIFICATIONS WITH ONLY A 12TH-GRADE PASS, HAMEEDA BECAME A MEMBER OF THE MASHALLAH SELF HELP GROUP CLUSTER E.

FUTURE PLANS

Looking ahead, Hameeda aims to introduce advanced machinery to expand her business further. She plans to explore new markets and generate employment opportunities for rural youth, aspiring to become a role model for others.



OVERCOMING HURDLES

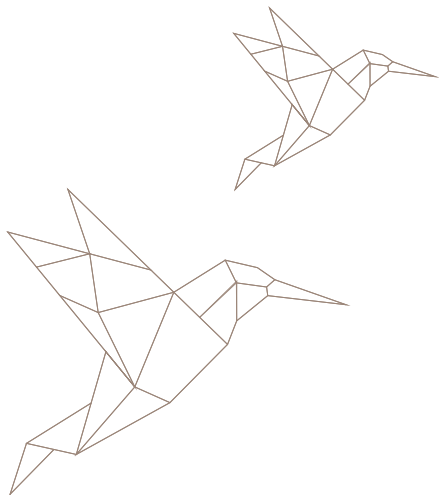
Reecha's journey was not devoid of challenges. In an area primarily characterized by traditional agricultural practices and a lack of economic regularity, venturing into disposable manufacturing was a bold move. However, armed with a rigorous market survey and unwavering determination, Reecha identified the untapped potential and demand for disposable items in commercial, ceremonial, and daily life contexts.

COMMUNITY IMPACT

Reecha Sharma's success story resonates beyond personal achievement; it serves as a beacon of hope and inspiration for the wider community. By demonstrating that courage, determination, and support that can transform dreams into reality, Reecha has become a role model for women empowerment and entrepreneurship in Kishtwar. Her initiative not only contributes to economic development but also fosters a sense of self-reliance and empowerment among women.



The establishment of GUGU Disposable Unit marked a significant innovation in Kishtwar, being the first of its kind in the district.



REECHA SHARMA
JAMMU AND KASHMIR

Phone: 8899468258

BUSINESS IMPACT & INNOVATION

The establishment of GUGU Disposable Unit marked a significant innovation in Kishtwar, being the first of its kind in the district. Reecha's entrepreneurial spirit not only brought about personal success but also generated employment opportunities for fellow SHG members. With an initial investment of Rs 1.20 lakhs supplemented by financial support from various sources, Reecha's enterprise has thrived, yielding a monthly profit ranging from Rs 18,000 to Rs 23,000.

FUTURE PLANS

Looking ahead, Reecha Sharma envisions further growth and diversification for GUGU Disposable Unit. Continuously supported by JKRLM through capacity-building and skill enhancement trainings, she aims to expand her enterprise's reach and product offerings, catering to evolving market demands while maintaining quality and innovation.

REECHA SHARMA'S JOURNEY FROM UNEMPLOYMENT TO ENTREPRENEURSHIP IS EMBLEMATIC OF RESILIENCE AND DETERMINATION. A MEMBER OF THE OM NAMAH SHIVAI SELF HELP GROUP UNDER THE JKRLM UMEED INITIATIVE SINCE 2015, REECHA EMBARKED ON HER ENTREPRENEURIAL PATH AT THE AGE OF 25. THROUGH UMEED'S SUPPORT AND GUIDANCE, SHE GARNERED THE NECESSARY FINANCIAL ASSISTANCE AND EMBARKED ON HER VENTURE IN 2019, ESTABLISHING THE GUGU DISPOSABLE UNIT.

FLO IMPACT

She has cited the importance of continuous support, capacity-building, and collaboration in nurturing entrepreneurship and driving positive change in communities as the value addition that has come through FLO.



COMMUNITY IMPACT

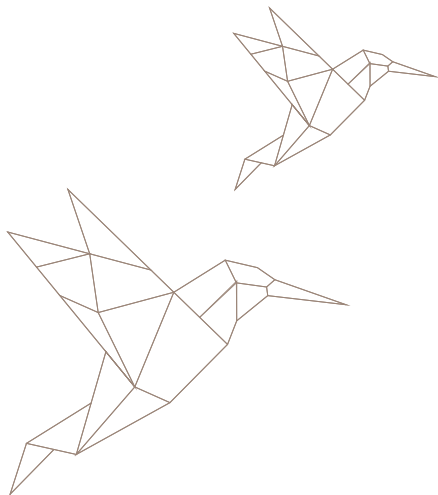
Aradhana's courage and determination have inspired others in her community to challenge norms and pursue entrepreneurship, transcending traditional gender roles and establishing sustainable sources of income. FLO Kanpur's unwavering support has empowered Aradhana to thrive as an entrepreneur, transforming her life and inspiring others in her community. Aradhana is a part of a 100% women self help group Ek Prayas.

OVERCOMING HURDLES

Aradhana faced skepticism and resistance within her village, contending with societal taboos and family constraints. Despite these challenges, her determination, coupled with the support of FLO Kanpur, enabled her to overcome obstacles, eventually purchasing a scooty for direct delivery of orders, symbolizing her triumph over adversity.



Aradhana is a part of a 100% women self help group Ek Prayas.



ARADHANA MAURYA

KANPUR

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BUSINESS IMPACT & INNOVATION

With FLO Kanpur's assistance, Aradhana diversified her skills, receiving training in agarbatti making, jute bag products, and candle making. This diversification expanded her product line, ensuring sustainable income streams yearround. Her commitment to innovation and sustainability underscores her resilience and adaptability in navigating the business landscape.

WOMEN LEADERSHIP PROMOTION

Aradhana actively promotes women's leadership by mentoring aspiring entrepreneurs in her community, encouraging them to pursue their dreams and embrace leadership roles. Her journey exemplifies the strength and capabilities of women, inspiring others to strive for excellence.

FLO IMPACT

Over the past eight years, FICCI FLO has played a crucial role in nurturing Aradhana's employability skills through consistent training, mentoring, and business opportunities at the grassroots level. FLO's support has empowered her to succeed as an entrepreneur, contributing to her community's economic empowerment.

ARADHANA MAURYA
EMBARKED ON HER
ENTREPRENEURIAL
JOURNEY EIGHT YEARS AGO
UNDER FLO KANPUR'S
INITIATIVE, EK PRAYAS.
SPECIALIZING IN CANDLE
AND MASALA MAKING, SHE
HAS DEMONSTRATED
EXCEPTIONAL LEADERSHIP,
RESILIENCE, AND
COMMITMENT TO HER
COMMUNITY.

FUTURE PLANS

Aradhana aims to achieve higher turnovers in her business to secure a better future for her children and inspire more women in her community to break barriers and become empowered entrepreneurs. Her vision encompasses fostering a legacy of resilience and selfreliance for generations to come.



COMMUNITY IMPACT

Sunita's journey exemplifies empowerment and resilience, inspiring families to prioritize education and self-reliance for their daughters. Through her efforts, she advocates for positive change, empowering families and fostering a brighter future for the community.

OVERCOMING HURDLES

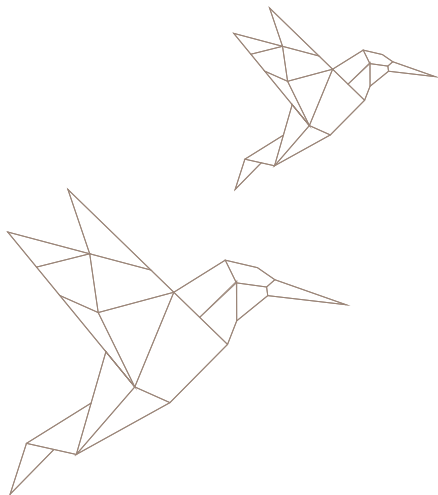
Sunita faced numerous challenges, including societal norms restricting female mobility and financial struggles. However, with her determination and her husband's support, she defied these obstacles, breaking taboos and empowering her daughter through education. Despite criticism and gossip, Sunita persisted, proving her resilience in the face of adversity.

BUSINESS IMPACT & INNOVATION

Sunita's sewing business thrives on innovation and sustainability. She pioneers the production of organic diyas using cow dung, blending tradition with eco-friendliness.



She pioneers the production of organic diyas using cow dung, blending tradition with eco-friendliness.



SUNITA MAURYA
KANPUR

Phone: 7388478192

Additionally, her expertise extends to crafting designer tops, masks, and kurtas, meeting modern market demands while maintaining quality and style. Sunita's commitment to innovation and sustainability establishes her as a leader in her craft.

FLO IMPACT

Inspired by FLO's ethos of empowerment, Sunita extends support to girls in need, providing financial assistance for their education. FLO's guidance instills in her a sense of responsibility towards others, driving her to uplift and empower fellow community members through education and opportunity.

FUTURE PLANS

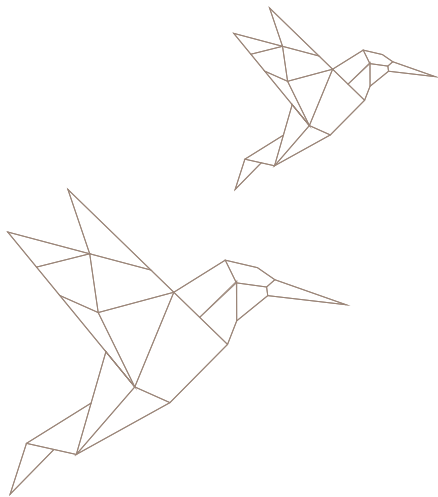
Looking ahead, Sunita aims to expand her impact beyond the village by venturing into fieldwork and teaching in schools. She aspires to mentor young girls, contributing to social welfare and community development through education and skill-building initiatives.

SUNITA MAURYA'S
ENTREPRENEURIAL
JOURNEY BEGAN AT THE
AGE OF 16 WITH A PASSION
FOR SEWING. DESPITE
HUMBLE BEGINNINGS AND
SOCIETAL CONSTRAINTS,
SHE PURSUED HER DREAM
OF ESTABLISHING A SEWING
BUSINESS. OVER THE YEARS,
SHE HONED HER SKILLS
AND EXPANDED HER
ENTERPRISE, BECOMING AN
INSTRUCTOR IN SEWING,
EMPOWERING HUNDREDS
OF INDIVIDUALS,
PARTICULARLY YOUNG
GIRLS, THROUGH HER
TEACHINGS.





Anuradha maintained growth by participating in various fairs across the state and even outside the state.



COMMUNITY IMPACT

Anuradha has provided job opportunities for more than 50 women in her village by outsourcing production. Composition of the workforce is mostly with women, with the exception of Anuradha's husband, who is deeply engaged in the business.

OVERCOMING HURDLES

Challenges such as executing orders from a rural setting and sourcing skilled workers were overcome by engaging students from her skill institute. Anuradha maintained growth by participating in various fairs across the state and even outside the state.

BUSINESS IMPACT & INNOVATION

All products are handcrafted, with designs created by Anuradha herself. She utilizes lowcost production processes, keeping the operational costs minimal as the unit is located in her village. Job work is outsourced to village women. Anuradha possesses the skills to create competitive and attractive designs.

ANURADHA MAJHI
KOLKATA

Address: Village Ashurali,
Jairambati, PIN - 722154

FLO IMPACT

FLO Kolkata has facilitated Anuradha in connecting with the market and procuring orders, and in turn benefited her business by creating awareness and direct conversions for her.

FUTURE PLANS

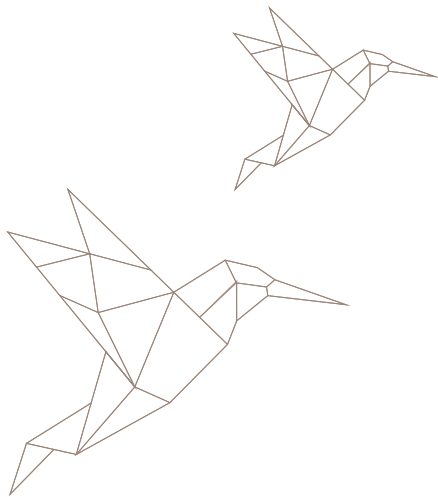
Anuradha intends to set up stalls in towns and cities, leveraging the impact she has made in fairs. She aims for growth, particularly by acquiring stalls from government handicraft hubs.



HAILING FROM A HUMBLE RURAL BACKGROUND IN JAIRAMBATI IN HOOGHLY DISTRICT OF WEST BENGAL, ANURADHA RECEIVED SKILL TRAINING FROM PEERLESS SKILL ACADEMY IN JUTE BAG MAKING AND TAILORING. TOGETHER WITH HER HUSBAND, SHE ESTABLISHED HER UNIT IN THEIR VILLAGE, EMPLOYING ABOUT 20 STUDENTS FROM HER INSTITUTE. OVER THE YEARS, SHE RECEIVED SEVERAL ORDERS FROM LOCAL GOVERNMENT AND SHG DEPARTMENTS. ANURADHA REGULARLY PARTICIPATES IN VARIOUS FAIRS, WHICH SERVE AS HER PRIMARY SOURCE OF SALES. ADDITIONALLY, SHE SUPPLIES SCHOOL DRESSES TO SCHOOLS.



Varsha focuses on maintaining the quality of her products, ensuring that the wax used in her candles is smokeless and of good quality.



OVERCOMING HURDLES

Varsha faced numerous challenges related to accessibility, independence, and societal perceptions due to being visually handicapped. These challenges included difficulties in accessing information, navigating physical environments, encountering barriers in education and employment opportunities, as well as emotional and psychological challenges like stigma, discrimination, and limited social inclusion.

BUSINESS IMPACT & INNOVATION

Varsha focuses on maintaining the quality of her products, ensuring that the wax used in her candles is smokeless and of good quality. She has not only grown her business but also empowered the women working with her to thrive.

VARSHA SARAF
KOLKATA

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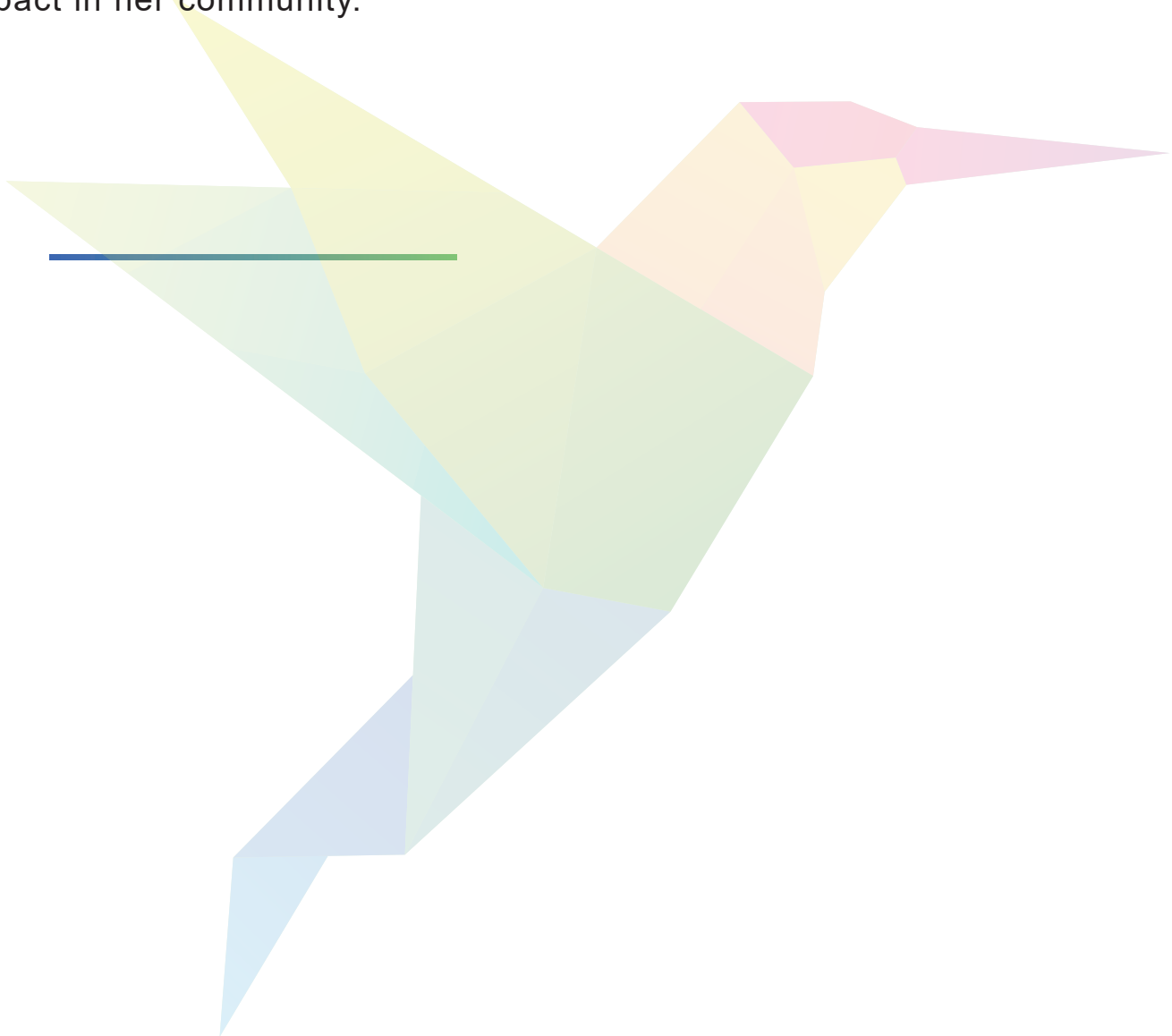
FLO IMPACT

FLO has awarded Ms Saraf with financial assistance of INR 11,000 and organized exhibitions in the Salt Lake area of Kolkata, driving awareness and sales for her work and cause. FLO arranged to send her diyas to Ayodhya around the time of the establishment of the new Shri Ram Temple.

FUTURE PLANS

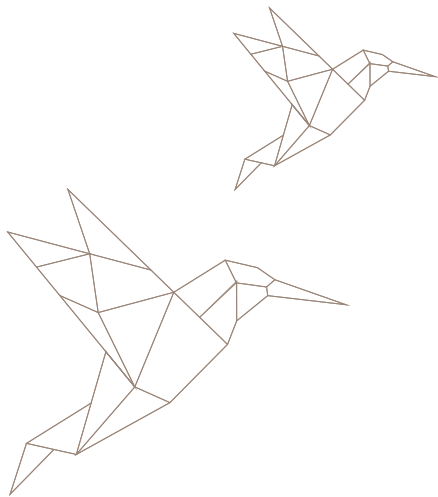
Varsha is motivated to be independent and overcome the challenges she faces. She plans to continue growing her business and making a positive impact in her community.

VARSHA SARAF HAS BEEN TRAINED FROM WELFARE SOCIETY FOR THE BLIND, NEW ALIPORE, KOLKATA. SHE ALSO RECEIVED MOUNTAINEERING AND TREKKING TRAINING FROM HIMALAYAN MOUNTAINEERING INSTITUTE, DARJEELING. SHE IS TRAINED IN MAKING DIFFERENT TYPES OF DESIGNER, AROMA, FLOATING CANDLES, AND DIYAS.





From limited resources to societal constraints, overcoming hurdles has been an integral part of Pratibha's entrepreneurial journey.



COMMUNITY IMPACT

The impact of Pratibha's efforts extends beyond economic empowerment. By empowering women with skills and resources, she has strengthened the social fabric of the community. These women are now active contributors to their families' wellbeing and agents of positive change within their communities.

OVERCOMING HURDLES

The journey hasn't been without its challenges. From limited resources to societal constraints, overcoming hurdles has been an integral part of Pratibha's entrepreneurial journey. However, through perseverance, strategic partnerships, and innovative approaches, she has managed to navigate through these obstacles and continue advancing towards her goals.

PRATIBHA SINGH
LUCKNOW

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BUSINESS IMPACT & INNOVATION

Pratibha's focus on skill development and livelihood programs has not only empowered women but also fostered economic growth within the community. By introducing innovative approaches such as incense stick making and setting up sewing centers, she has provided sustainable income opportunities for women, contributing to the overall development of the region.

FLO IMPACT

FLO Lucknow has been a pivotal partner in Pratibha's journey. The support from FLO, particularly in skill development programs and setting up sewing centers, has been invaluable. Through this assistance, Pratibha has been able to amplify her impact and reach more women, enabling them to realize their full potential and contribute meaningfully to society.



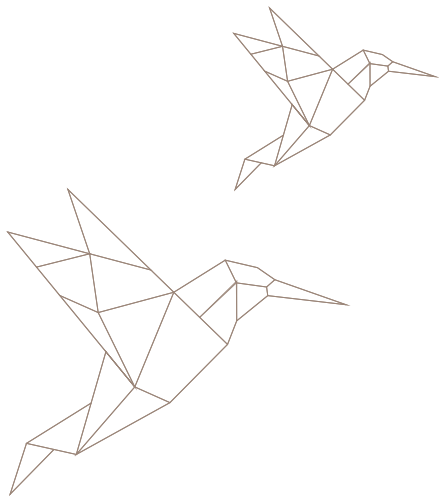
WITH OVER 7 YEARS OF EXPERIENCE, PRATIBHA HAS BEEN DEDICATED TO FACILITATING SKILL DEVELOPMENT AND LIVELIHOOD PROGRAMS FOR WOMEN IN SELF HELP GROUPS IN JAISINGHPUR BLOCK, UTTAR PRADESH. COLLABORATING WITH VARIOUS ORGANIZATIONS SUCH AS NRLM, RSETI, FICCI FLO, AND LUCKNOW FARMERS MARKET, SHE HAS MOBILIZED APPROXIMATELY 1200 SELF HELP GROUPS, EACH COMPRISING 10 WOMEN. THROUGH THESE INITIATIVES, SHE HAS EMPOWERED THESE WOMEN TO EARN A SUSTAINABLE LIVELIHOOD, ENHANCING THEIR ECONOMIC INDEPENDENCE AND OVERALL WELLBEING.

FUTURE PLANS

Looking ahead, Pratibha aims to expand her initiatives further, reaching more women and communities in need. By diversifying her skill development programs and forging additional partnerships, she aspires to create a more significant impact, uplifting lives and fostering sustainable development in the region.



Their innovative approach to survivor led activism has garnered attention and support, enabling them to reach more individuals and communities affected by sexual violence.



COMMUNITY IMPACT

The impact of Red Brigade Lucknow is felt not only by survivors but also by the broader community. By raising awareness, challenging harmful norms, and providing support services, they are contributing to the creation of a safer and more inclusive society for all.

OVERCOMING HURDLES

Establishing and running an organization focused on such a critical issue comes with its own set of challenges. However, through resilience and determination, Usha has overcome many obstacles along the way. Her unwavering commitment to the cause has driven her to find innovative solutions and forge partnerships to address the complexities of sexual violence and its aftermath.



USHA VISHWAKARMA
LUCKNOW

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BUSINESS IMPACT & INNOVATION

Red Brigade Lucknow's impact extends beyond numbers. By empowering survivors with self defense skills, legal assistance, and vocational training, they are not only helping them rebuild their lives but also fostering a culture of empowerment and resilience. Their innovative approach to survivor led activism has garnered attention and support, enabling them to reach more individuals and communities affected by sexual violence.

FLO IMPACT

FLO has been a valuable partner in Usha and Red Brigade Lucknow's efforts to empower women and combat sexual violence. Their support in providing vocational training, creating women leadership, and assisting during crises like the pandemic has been instrumental in furthering Usha's mission. Together with FLO, Usha hopes to continue working towards a society where every individual can live free from the fear of sexual violence.



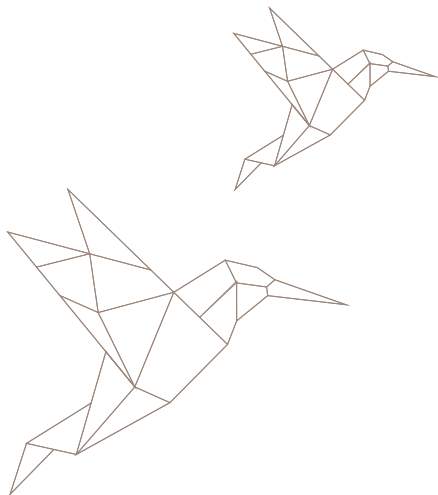
USHA VISHWAKARMA IS THE FOUNDER OF RED BRIGADE LUCKNOW, A SURVIVORSLED ORGANIZATION DEDICATED TO BUILDING A SAFER SOCIETY AND COMBATING SEXUAL VIOLENCE. WITH APPROXIMATELY 8 YEARS OF EXPERIENCE IN SOCIAL SERVICE, THE ORGANIZATION PROVIDES SELF DEFENSE TRAINING, SOCIO LEGAL AID, AND PSYCHOLOGICAL SUPPORT TO SURVIVORS OF SEXUAL VIOLENCE. OVER THE YEARS, USHA AND HER TEAM HAVE TRAINED OVER 2 LAKH ADOLESCENT GIRLS IN SELF DEFENSE TECHNIQUES AND ASSISTED 150 WOMEN IN BECOMING SELF-RELIANT THROUGH VOCATIONAL TRAINING

FUTURE PLANS

Looking ahead, Usha aims to expand her reach and deepen the impact of her endeavours. She plans to scale up her programs, particularly in providing sociolegal aid and psychological support to survivors. Additionally, she aspires to advocate for policy changes and societal shifts that promote gender equality and prevent sexual violence.



She runs an ambulance service and provides free treatment to stray and abandoned animals



COMMUNITY IMPACT

Sulbha's commitment to animal welfare not only benefits the animals themselves but also contributes to creating a more compassionate and empathetic community.

OVERCOMING HURDLES

Navigating challenges as an independent woman in a male-dominated society has been part of Sulbha's journey. However, she draws her inspiration from women entrepreneurs in FICCI FLO, finding motivation to pursue her goals despite the obstacles faced.

FUTURE PLANS

Looking ahead, Dr. Sulbha Jindal plans to continue her efforts in animal welfare and expand the reach of her sanctuary. Additionally, she aims to encourage more women to work at her organization, providing flexible job opportunities to promote their financial independence.



DR. SULBHA JINDAL
LUDHIANA

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BUSINESS IMPACT & INNOVATION

In addition to her manufacturing business, Sulbha's efforts in animal welfare contribute to creating a positive impact on society. She aims to establish an animal sanctuary, furthering the wellbeing of animals and birds in need.

FLO IMPACT

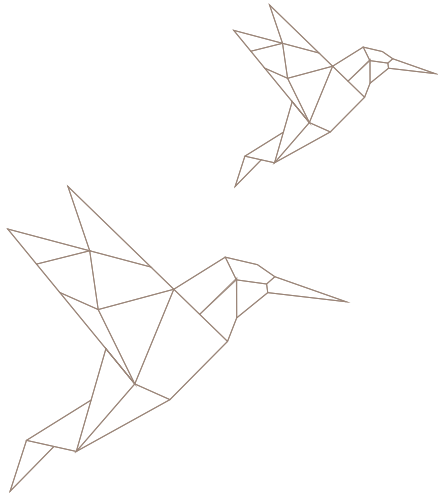
There was a social stigma and that held Sulbha back from following her work and passion - she points out how ten years ago, one didn't see a lot of women that were financially independent, were outspoken about social issues and often faced pushback from society. Sulbha saw FLO give women a platform to showcase their work by way of exhibitions and talks and it was here that she learned about the women in Ludhiana who were venturing outside the realm of home. That really gave her the initial push to start her journey. She feels that without that push, she wouldn't have been where she is 10 years later now.

DR. SULBHA JINDAL, A VETERINARIAN BY EDUCATION, IS ALSO ACTIVELY INVOLVED IN HER FAMILY BUSINESS OF MANUFACTURING INDUSTRIAL STABILIZERS, NAMED "JINDALS." BEYOND HER PROFESSIONAL ENDEAVORS, SHE IS DEEPLY PASSIONATE ABOUT ANIMALS. SHE RUNS AN AMBULANCE SERVICE AND PROVIDES FREE TREATMENT TO STRAY AND ABANDONED ANIMALS, AIMING TO IMPROVE THEIR WELLBEING.





Facing challenges in unexpectedly slow technical development and fundraising.



COMMUNITY IMPACT

eRentals aims to formalize the rental segment, promoting sustainability by reducing the demand for natural resources. Unique value propositions include a vast array of categories, transparency in prices, and efficient order processes.

OVERCOMING HURDLES

Facing challenges in unexpectedly slow technical development and fundraising. The platform is still under the preoperational phase, and fundraising efforts are ongoing to secure the Startup India Seed Fund and angel investment for scaling the first stage.

FLO IMPACT

Participating in the Sherises bootcamp through the FLO program has been immensely beneficial, providing mentorship opportunities and boosting confidence. eRentals has a holistic strategic approach to increase women's leadership, focusing on diversity and inclusion goals, leadership development programs, mentorship, skill training, and flexible work policies.

FATIMA KHATOON
MUMBAI

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Mobile: 8175009109

BUSINESS IMPACT & INNOVATION

eRentals addresses the gap in the short term rental space by creating an online platform connecting rental sector vendors to customers. It aims to formalize the rental segment, offering transparency in pricing, reducing logistics costs, and expanding into additional categories beyond even-related equipment.

FUTURE PLANS

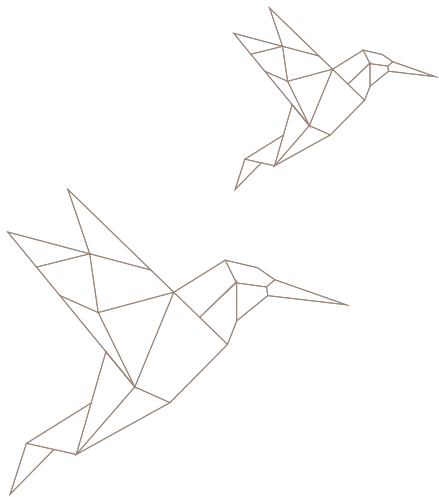
Plans to add more categories like medical equipment and construction-related items. The next step is to expand operations to other geographies in India, beyond Mumbai and nearby areas.

FATIMA KHATOON, A FIRST GENERATION ENTREPRENEUR AND COFOUNDER OF ERENTALS, ENVISIONS IT AS THE POTENTIAL "AMAZON" FOR SHORT TERM RENTAL ITEMS. WITH A FOCUS ON TRANSFORMING THE SHORT TERM RENTAL INDUSTRY, ERENTALS OFFERS A WIDE RANGE OF RENTAL ITEMS, AIMING TO PROVIDE CONVENIENCE, CHOICE, AND AFFORDABILITY TO CUSTOMERS WHILE FOSTERING INNOVATION AND SUSTAINABILITY.





MindChamp focuses on enabling students to become creators, with students winning coding contests and creating apps



COMMUNITY IMPACT

MindChamp addresses the talent gap in the technology industry and provides work from home opportunities for women who have dropped out of IT jobs, maintaining a 100% women workforce.

OVERCOMING HURDLES

Being a bootstrapped company, MindChamp faces challenges in reaching more students with limited funds while maintaining profitability. Market positioning is another challenge, competing with low pricing from competitors.

FUTURE PLANS

MindChamp aims to create a hybrid model (online/offline) and scale operations through collaboration with B2B companies, tapping into schools and students.

MANASI KASHIKAR
MUMBAI

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Mobile: 91-68876655

BUSINESS IMPACT & INNOVATION

MindChamp focuses on enabling students to become creators, with students winning coding contests and creating apps. The company addresses the gap in the Indian school curriculum and provides opportunities for women, maintaining a 100% women workforce.

FLO IMPACT

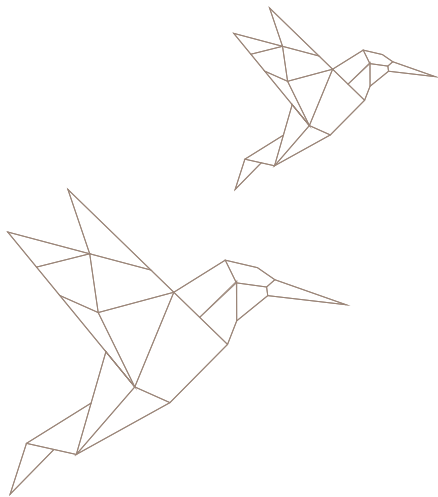
FLO has provided valuable 1:1 mentorship, a platform for pitching to investors, and mentorship for these pitches. The support has boosted confidence and helped in addressing challenges in real time.



MANASI KASHIKAR IS THE AUTHOR AND OWNER OF MINDCHAMP, A PIONEERING COMPANY INTRODUCING CODING FOR KIDS IN INDIA. AN IT ENGINEER AND EDUCATIONIST, HER VISION IS TO MAKE CODING ENJOYABLE FOR KIDS, OFFERING QUALITY CODING EDUCATION. MINDCHAMP HAS BEEN IN BUSINESS FOR 6 YEARS AND HAS 0 PARTNERS.



As a women-led organization, Sugarfreeelicious plans to hire only women to promote financial security and believes in encouraging women's potential, thus contributing to local empowerment.



COMMUNITY IMPACT

Sugarfreeelicious envisions a community free of conventional medicinal treatments by promoting clean, fresh, and preservative-free eating, thus contributing to the overall wellbeing of the community. As a women-led organization, Sugarfreeelicious plans to hire only women to promote financial security and believes in encouraging women's potential, thus contributing to local empowerment.

OVERCOMING HURDLES

One of the major challenges for Sugarfreeelicious has been spreading awareness about the consumption of pre-refined sugar. To address this issue, they plan to conduct workshops and popups, especially targeting Tier 2 & 3 cities.

FUTURE PLANS

In the future, Sugarfreeelicious aims to make their better alternatives a pantry staple, spreading awareness of nature's sweetness and health benefits across India.

NIHARIKA MATHUR
MUMBAI

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Mobile: 8722380439

BUSINESS IMPACT & INNOVATION

Sugarfreeelicious constantly innovates with fruit sugars and explores traditional healthy sweeteners globally. Their latest discovery, Date Seed Coffee, a traditional Middle Eastern bioactive drink, exemplifies their commitment to innovation. They aim for zero-waste, plastic-free, and preservative-free eating.

FLO IMPACT

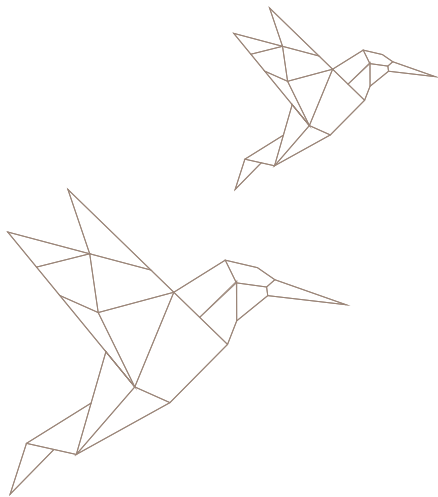
FLO Mumbai Chapter has played a significant role in reinforcing and validating Sugarfreeelicious's work. FLO has provided them with visibility, a platform, mentorship, and access to investors, empowering them to further their mission.



SUGARFREEELICIOUS, LED BY ITS FOUNDER NIHARIKA, HAS BEEN CHALLENGING REFINED SUGARS AND OFFERING NATURAL SWEETENERS AND SPREADS FOR THE PAST THREE YEARS. THEY HAVE BEEN ADVOCATING FOR ZERO WASTE AND SUSTAINABLE PRACTICES WHILE INTRODUCING INNOVATIVE PRODUCTS SUCH AS DATE SEED COFFEE.



Anjali promises the power of innovation, creativity, and sustainability in her business strategies.



COMMUNITY IMPACT

Anjali acknowledges the challenges of being a single parent and a business owner. She appreciates and encourages all women facing similar journeys, recognizing their courage, strength, and determination.

OVERCOMING HURDLES

Being a headstrong woman in a predominantly male-dominated business, Anjali faced challenges at the beginning, dealing with various tasks around the job and working tirelessly day and night.

FLO IMPACT

FLO supports and inspires through various seminars and workshops, providing valuable assistance to women entrepreneurs like Anjali. Anjali highlights the crucial role of women in leadership positions. She emphasises the importance of implementing a strategy that encourages and supports women through mentorship, training, and promoting gender diversity. An inclusive and equitable workplace can foster women's confidence and leadership.

ANJALI BORAH
NORTHEAST

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BUSINESS IMPACT & INNOVATION

Anjali promises the power of innovation, creativity, and sustainability in her business strategies. She emphasizes impactful and game-changing ideas that make a difference.

FUTURE PLANS

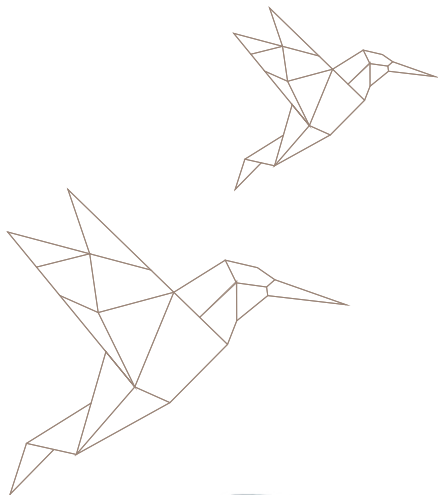
Anjali is eager to explore new opportunities and challenges beyond her existing commitments. She expresses her dedication to putting in hard work and creating quality work for fulfilment in her endeavours.



ANJALI BORAH MANAGES A CHAIN OF SUCCESSFUL RESTAURANTS, INCLUDING BHOOTJOLOKIA IN ZOO ROAD AND PANCHOI IN THE PANIKHAITI AREA OF GUWAHATI. SHE IS ALSO INVOLVED IN SUPPLYING SHIPS FOR THE GOVERNMENT'S MANUFACTURING NEEDS. ANJALI TAKES PRIDE IN DELIVERING 28 SHIPS TO THE INLAND WATER TRANSPORT (IWT) DEPARTMENT BETWEEN 2012 AND 2019, SHOWCASING HER STRENGTH AS A WOMAN IN A MALE-DOMINATED BUSINESS.



Deepa envisions empowering women and artisans in India, recognizing their pivotal role in the nation's socioeconomic fabric.



COMMUNITY IMPACT

Deepa aims to create a supportive community for women entrepreneurs to connect and uplift each other. She seeks a conducive environment for the growth of single women.

OVERCOMING HURDLES

Deepa faced challenges accessing funding, lack of financial support, fear of failure, and balancing her personal and professional life.

FUTURE PLANS

Deepa envisions empowering women and artisans in India, recognizing their pivotal role in the nation's socioeconomic fabric. Her initiatives focus on fostering an environment where women and artisans can sustain themselves and contribute meaningfully to the nation's progress.

DEEPA DHAMI KATHAYAT
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BUSINESS IMPACT & INNOVATION

Deepa is dedicated to women's empowerment and gender equality. She started by procuring and marketing indigenous mountain food products, then expanded into stitching, providing customized packaging solutions and uniforms. She launched Bhuli Foundation, offering work in food production to SHGs. Deepa also ventured into the Aipan art of Uttarakhand, training women to paint designs on canvas, cloth, and clay, and markets them across India. Recognized by the Govt of Uttarakhand, she emphasizes the transformative power of women's contributions.

8 YEARS IN BUSINESS,
HAVING OVERCOME
EXTREMELY PRESSING
SOCIOCULTURAL AND
ECONOMIC BARRIERS.

FLO IMPACT

FLO has played a crucial role in Deepa's entrepreneurial journey. Workshops, seminars, and social interactions organised by FLO have boosted her confidence and provided insights into delegation of duties and marketing strategies. FLO members have supported her in various endeavors, of which she states the valuable insights she received on product packaging as an important one.



COMMUNITY IMPACT

In 8 years, Shawl Story transformed from a male dominated business to a 1:20 male to female ratio. Lubna Mirza focuses on creating a safe and inclusive work environment. She is committed to inspiring the next generation of women in the traditionally maledominated field of Rafugari, training and employing women in this craft.

OVERCOMING HURDLES

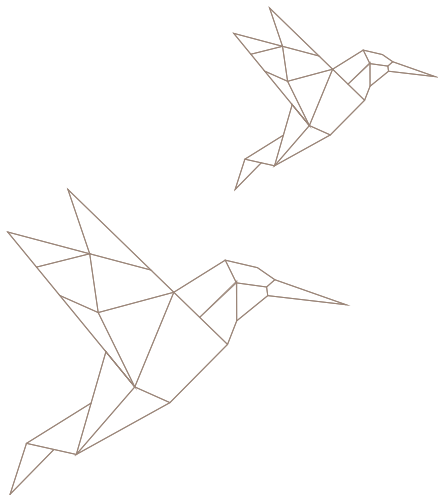
Challenges include balancing traditional craft with contemporary fashion, experimenting with new designs while staying true to core values, and navigating networking and market expansion as a small, family-run business.

FUTURE PLANS

Shawl Story plans to expand in 2024 by enhancing its online presence, launching a new website, and reaching a wider audience through social media. The focus is on a comprehensive product directory and a blog to share stories, tips, and resources.



Lubna Mirza focuses on creating a safe and inclusive work environment.



MS. LUBNA MIRZA
UTTARAKHAND

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BUSINESS IMPACT & INNOVATION

Shawl Story bridges the gap between tradition and trend, presenting exquisite Persian needlework on various fabrics. With a focus on slow fashion, it contributes to the revival of the Rafoogar community and showcases the rich legacy of antique textile restoration.

FLO IMPACT

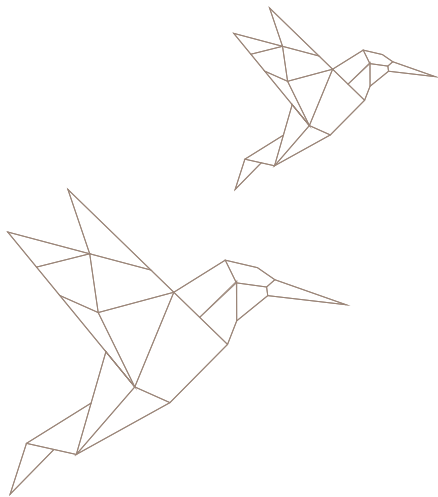
FLO membership for 3+ years provided networking opportunities, allowing Shawl Story to showcase its skills nationally. Pan-India events helped expand the product line, employ more female artisans, and showcase Persian needlework to a wider audience.



SHAWL STORY, FOUNDED BY LUBNA MIRZA, RESTORES, REFURBISHES, AND RECREATES ANTIQUE JAMAWARS THROUGH THE DYING CRAFT OF RAFOOGARI. THE BUSINESS, WITH A 230-YEAR-OLD FAMILY HERITAGE, SPECIALISES IN KALAMKARI, RESHAM TANA, FULL AARI TECHNIQUES, AND HAS EXPANDED ITS PRODUCT LINE TO INCLUDE SHAWLS, SAREES, SUITS, LEHENGAS, COATS, ETC



Tadpole Social elevates social media marketing by intertwining innovation, creativity, and sustainable strategies.



COMMUNITY IMPACT

Tadpole Social, under Ahana's leadership, has flourished, securing lucrative and prestigious accounts. Her strategic approach and dedication positioned Tadpole Social as a prominent player in the competitive online marketing landscape.

OVERCOMING HURDLES

Ahana faces challenges in building a user base, developing unique features, ensuring data privacy, and keeping up with rapidly changing trends. Overcoming these demands a strategic approach, continuous innovation, and a deep understanding of the competitive digital landscape.

FLO IMPACT

Joining FLO Vadodara empowered Ahana to discover hidden talents and establish her online media company, Tadpole Social. Ahana's journey from a shy participant to a confident entrepreneur is testament to the fact that she discovered her potential through FLO Vadodara's involvement.

AHANA ANAND
VADODARA

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Phone: +91 9106788475

BUSINESS IMPACT & INNOVATION

Tadpole Social elevates social media marketing by intertwining innovation, creativity, and sustainable strategies. Through cutting edge technologies, creative campaigns, and eco-friendly practices, the company differentiates itself, resonates positively with environmentally conscious clients, and contributes to a forward thinking brand.

FUTURE PLANS

The goal of Tadpole Social is to help businesses reach a wider audience, foster online engagement, and contribute to the growth of local economies through increased visibility and customer interaction.

AHANA ANAND, AN ENTREPRENEUR, EDUCATOR, AND MOTHER, IS THE FOUNDER OF TADPOLE ACADEMY, A PREMIER PRESCHOOL IN VADODARA, AND TADPOLE SOCIAL LLP, A DYNAMIC DIGITAL MARKETING FIRM. A GRADUATE OF DELHI UNIVERSITY IN BUSINESS STUDIES, AHANA BALANCES HER PROFESSIONAL LIFE WITH JOY IN READING, EXPLORING, AND CHERISHING MOMENTS WITH HER TWO CHILDREN. HER COMMITMENT FUELS POSITIVE CHANGE IN THE COMMUNITY.





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The Power to Empower

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