

W O R P O R A T E W O M E N

Vol. 2
Issue - 10
January
2023

Stick To Your True North...

SPREADING COMPASSION,
HUMANITY AND EMPATHY

THE MADHURAM CHARITABLE TRUST

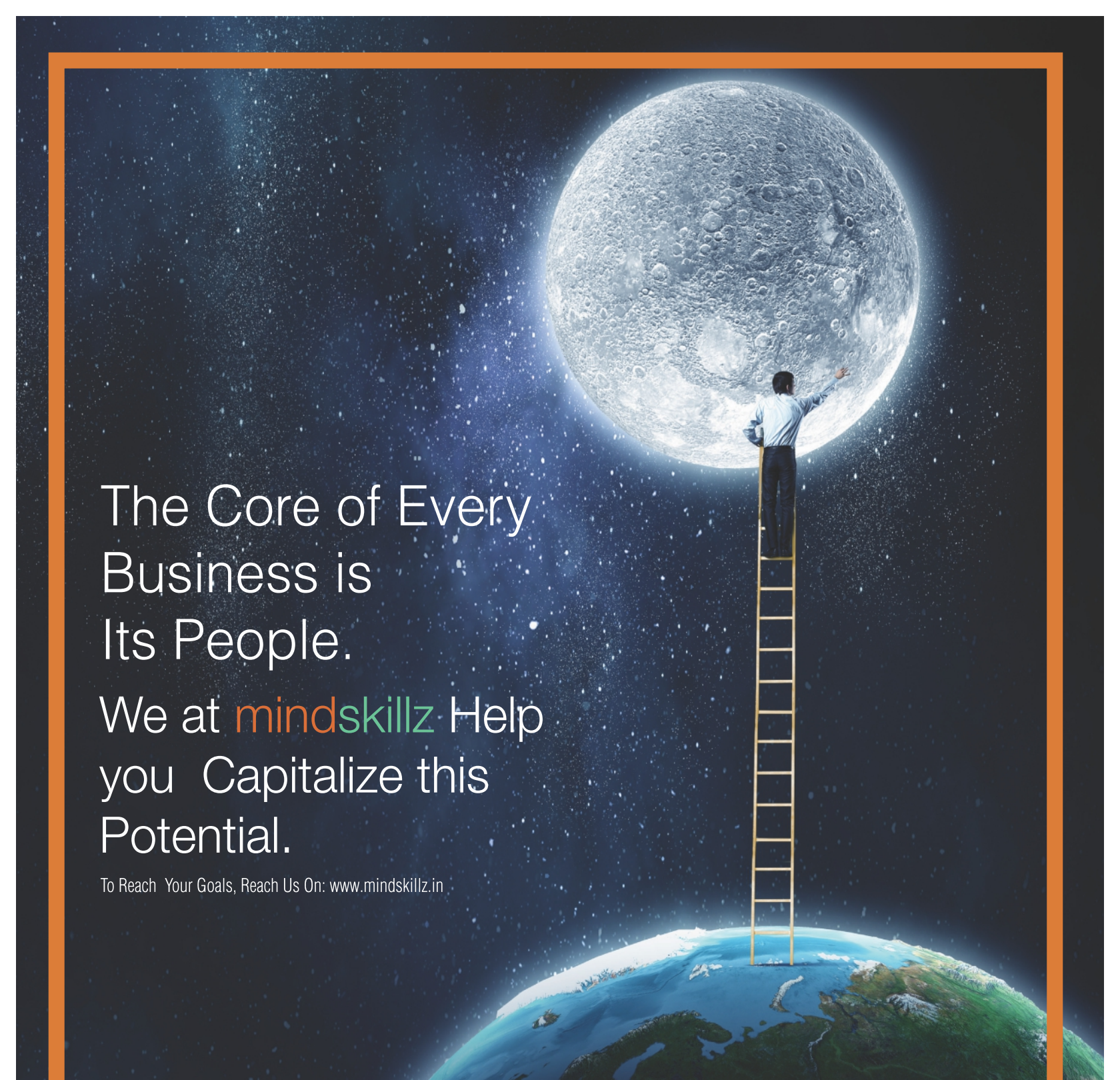
*By Shraddha Soparkar Is Working
Relentlessly To Improve Lives of The
Specially-Abled!*

**DYNAMIC
BUSINESS WOMEN**
TO WATCH IN 2023

**SHRADDHA
SOPARKAR**

Founder
Madhuram Charitable
Trust





The Core of Every
Business is
Its People.

We at **mindskillz** Help
you Capitalize this
Potential.

To Reach Your Goals, Reach Us On: www.mindskillz.in

 Empower

 Elevate

 Innovate

 Partner

 Foster


mindskillz

One of the Top 10 Personality Development Institutes of India!

#707, Oxford Towers, Old Airport Road, Kodihalli, Bangalore 560008, Phone: +91 80 41150189 , Email: learning.mindskillz@gmail.com

STARTUP CITY

A Magazine For Business Startups & Entrepreneurs

CEOs

VCS

ENTREPRENEURS

An initiative of
The CEO Magazine®

For Editorial, Advertisements & Other Queries


advertise@startupcityindia.com

011-4565-0510

www.startupcityindia.com

CORPORATE OFFICE:

1005, Kirti Shikhar,
Janakpuri District Centre,
New Delhi-110058

 <http://www.facebook.com/startupcityindia>

 <http://www.twitter.com/in/startupcityindia>

 <http://www.linkedin.com/comapny/startupcityindia>



Women entrepreneurs: Emerging leaders toward economic growth

Indian cricket team (Men) is performing well and achieving several milestones in all the three formats and now the team stands on the top among the teams. But for this achievement, India has covered a long journey. On the other hand, Indian cricket team (Women) is also performing tremendously and getting victories back to back from all over the teams. But what differentiates here both is that male team has been playing since a long time whereas female team has been playing for the last only few years. Not only cricket but all other fields also have witnessed for women and their role for the nation. As per the changing scenario, women understand their power and proved that every person enters to the world with right to utilize their potential and talent whether the men or women, no matter. They started thinking beyond conservative thoughts of our society. Women across the world are changing the world that we are "given" for a world that we dream of. They are creating the opportunity for themselves, and for other women and girls, to break through preconceived notions of gender and walk hand in hand with men towards a more wholesome existence.

In all the different working sections all around the globe are increasingly giving credit to female entrepreneurs as one of the main forces driving economic growth in developing countries. Women power "Naari Shakti" cannot be ignored in our country where people like Indira Nooyi are hired for the companies like PepsiCo on the top level of leadership. And it is not just economists focused on the role of women in the economy. The private sector, too, is increasingly interested to hire more women. Enabling women, particularly as entrepreneurs, benefits future generations because women tend to spend more on their children's education and health, which should boost productivity as well. No doubt, women's participation in the economy has expanded in the last few decades and it is a great sign towards a great nation.

Women entrepreneurs have shown their creativity by representing innovations for job creation and economic growth in the developing world. Given how difficult the road to establishing a career in a workforce dominated by men can be, these women are not only changing the rules of business and leadership, but they have become champions for gender equality and women's empowerment.

Although these are certainly not the first, or last, to join a list of relentless, intelligent, tough, creative, world-changing humans, they are a good source of inspiration for both women and men who are facing a tough track towards achieving their dreams and making this planet a better and more inclusive place for all.

The theme of this "Dynamic Business Women to Watch in 2023" has been completely focused on women entrepreneurs who are performing well. You can enjoy reading their stories in this special edition. A feedback from your end would be really appreciable. Your words matter for us!!

Happy reading!!

BUSINESS **STORY**





CORPORATE OFFICE

1004, Kirti Shikhar Janakpuri District
Centre New Delhi-110058


Email

pr@businessstory.in

 www.facebook.com/BusinessStory.in

 www.twitter.com/_BusinessStory

 www.instagram.com/businessstoryin/

 www.youtube.com/BusinessStory

W O R P O R A T E W O M I E N

PUBLISHER | Shrikant Pandey

DESIGN HEAD

Jai Prakash

ASST. GRAPHIC DESIGNER

Mrinal Madhukar

EDITORIAL TEAM

Shweta Singh, Divyani Paul,
Kaushal Kumar

SALES & MARKETING

Anil S. Koranga
Mayana Khan, Raj Tilak
Vinod Nambiar, Vini Sharma

ONLINE

Pramod Rawal

DATA RESEARCH & ANALYSIS

Kunal Sharma

CIRCULATION & SUBSCRIPTION

Arvind Verma
Rohit Tiwari

REGISTERED OFFICE

Indiamanathan Publications and Media Pvt. Ltd.
Magazine Dept: The Corporate Women

L-29, Bal Udyan Road, Uttam Nagar West,
New Delhi - 110059

Ph: 011-49134900

CORPORATE OFFICE

1005, 10th Floor, Kirti Shikhar Building
Janakpuri District Centre, New Delhi-110058
Ph: 011-49134900

The Corporate Women does not accept responsibility for returning unsolicited manuscripts and photographs. All unsolicited material should be accomplished by self addressed envelopes and sufficient postage.

@Publisher, Reproduction in whole or a part, including images text or anything without written permission from the Publisher is prohibited. All rights reserved.



IT INFRA SERVICES



APPLICATIONS



MANAGED SERVICES



CYBER SECURITY & CONSULTING

ISYX

INDIA | UAE | SINGAPORE | UK | AFRICA

ISYX Technologies India Pvt. Ltd.,
Y Tower, 12/971B, Civil Lane Road,
Cochin, Kerala, India – 682 030
T +91 484 7112333
F +91 484 7112344

✉ info@isyxtech.com

🌐 www.isyxtech.com

ISYX Technologies,
18th Floor, Marina Plaza,
Dubai Marina, Dubai, UAE
T +971 4 452 8885
F +971 4 452 8886



CONTENTS

COVER STORY 10



SHRADDHA SOPARKAR

Founder
Madhura Charitable
Trust



18

Women Entrepreneur Insight

Vidushi Garg: 'The youngest woman chancellor of a university' in Asia'
Woman of Power: An Education Leader Who Is Making A Difference

Vidushi Garg, Chairperson
Jayoti Vidyapeeth Women's University, Jaipur



32

Rajshree De: A protagonist who dived into challenges and co-founded two successful technology start-ups

Rajshree De
Co-Founder, QuasarMatrix™



Determination can conquer every grueling task, a firm belief by **Sangita Singh, founder of GS Job Point**

Sangita Singh
Founder, GS Job Point



Vidya Priya Rao: the entrepreneur and the educator sermonizing design thinking and building a design-led innovation culture

Vidya Priya Rao
Founder & Director
Innovatus Marketers Touch point LLP

22 | CELEBRATING WOMANHOOD
EMPOWERING FEMINIETY

30 | THE IMPERATIVE CASE FOR THE
UNIVERSAL HEALTHCARE

24 | DYNAMIC BUSINESS WOMEN
TO WATCH IN 2023

36 | HEY LADIES! YOU NEED TO LEARN
TO SAY NO

26 | ENCROACHING INTO THE
TERRITORY OF MEN: WHY WOMEN
LOVE WEARING MEN'S WATCHES

42 | FOOD AND DRINKS

28 | WOMEN ENTREPRENEURS:
OVERCOMING THE BARRIERS

44 | JAIPUR - A TRIP TO ADD SOME
COLORS OF CULTURE IN YOUR
BUCKET LIST

SPREADING COMPASSION,
HUMANITY AND EMPATHY

THE MADHURAM CHARITABLE TRUST

*By Shraddha Soparkar Is Working
Relentlessly To Improve Lives of The
Specially-Abled!*

Shweta Singh • Corporate Women

Empathy is a great human quality that helps be more understanding and reasonable to the pain and joy and overall emotions of another human being. In short, empathy allows us to breach complex emotions and see them from the perspective of the other. The growing concern around empathy started immediately after WWII when the humanitarian toll was simply unfathomable.

At the break of the 21st century, empathy is important in our everyday lives, especially toward differently-abled people. Madhuram Charitable Trust is an Ahmedabad-based organization founded by Shraddha Soparkar, which has worked tediously to make the lives of the marginalized, specially gifted, and physically challenged persons easy and comforting. Everybody is unique; hence, Madhuram Charitable Trust has been duly fostering an environment that will be conducive to their growth, nurturing, and acceptance.

A portrait of Shraddha Soparkar, a woman with long dark hair, wearing a red and blue saree with a gold border. She is smiling slightly and has her hands clasped in front of her. A small blue circular logo is pinned to her saree. The background is a light blue gradient with a large teal circle on the right side.

**SHRADDHA
SOPARKAR**

Founder
Madhuram Charitable
Trust

Madhuram Charitable Trust readily joined the scene in October 2018 under the leadership of Shradhdha. Their ultimate goal is to help differently-abled people enjoy their lives in a healthy, comfortable, and empathetic environment where they can thrive on being their complete selves. The Trust has its office in Ahmedabad, Gujarat.

About The Founder Trustee Of Madhuram Charitable Trust: Shradhdha Soparkar

Born and brought up in a business family and later married into one, Shradhdha Soparkar has all the guidance and influence required to become an entrepreneur professionally. In her childhood, the dynamic of a joint family dinner-table business discussion captivated her and bore the seeds of her business endeavours. By qualification, Shradhdha is a lawyer who has completed her BSLLB from ILS Law College of Pune University.

Her ancestry is interesting, with Shradhdha being a proud descendant of Raja Gokuldas (The Royal family of Jabalpur). Raja Gokuldas was known for his immeasurable devotion to God and spent his life working for others as a true follower of the benevolent.

Later, Shradhdha married Kaushal Soparkar, the owner of Meghmani Group of companies. Shradhdha is a member of Gujarat Chamber of Commerce & Industry's IPR committee and its CSR Taskforce. She also happens to be a member of the Governing Board of GLS University and She is on the board of special olympics Gujarat.

Formation and Establishment Of Madhuram Charitable Trust

Shradhdha realised the urge and power to start her journey with her noble establishment of Madhuram Charitable Trust only after the birth of her daughter Shruti. Shruti was herself a specially-abled child by birth, which became the catalyst for Shradhdha to take the leap and

contribute something meaningful to the people who do not have the privilege to do it themselves.

While accompanying Shruti to the therapy sessions, the challenges faced by the families of specially-abled people became clear as a day to Shradhdha. As this realization dawned upon her, she embarked on the empathetic journey of helping other children and individuals with special needs like her daughter.

The number of people she has personally helped grew from 5 to 10, but soon she realized many people could be helped. This is when she bore the idea of establishing an NGO to support and help the needy, and gradually it was fleshed out through Madhuram Charitable Trust.

Initially, she was confused; however, the law degree helped her understand the situation. The noble intention of the Trust naturally received a positive response and quite the support from everyone around her. Shruti's zeal to rise and smile over her challenges gives Shradhdha the power to thrive at her work in the Madhuram Charitable Trust.

Primary Goals & Ambitions Of Madhuram Charitable Trust

Madhuram Charitable Trust is working towards building a culture where the needs of physically challenged or specially gifted people are seriously considered. Recognizing their special needs, empathizing with them, and doing only the needful through allowing medical assistance, career opportunities, and psychological counseling are what the firm has taken to their heart and soul.

There are also underprivileged and marginalized people in equal need of a similar empathy. It can be done by reducing the disparity between rich and poor, at least in necessities such as access to health services and medical care. Madhuram Charitable Trust has keenly invested in fostering the budding environment required and fruitful for the specially-abled growth, nurturing, and acceptance.

Madhuram Charitable Trust and Its Impact On The Beneficiaries

Madhuram Charitable Trust is in its 3rd year, and all this time, they have been focusing their work on the cause of specially-abled, physically challenged, and underprivileged. In these 3-years, they have helped over 800 specially-abled children. On another occasion, the Trust has managed to impact the lives of 100 beneficiaries, providing them with German-made prosthetic legs and, along with it, hope and opportunities. These German-made prosthetic legs each cost between Rs. 1 lakh to Rs. 2.5 lakh.

It is to be noted that the market has cheaper prosthetic legs ranging between Rs. 10,000 to Rs. 15,000. However, this is where Shradhdha and Madhuram Charitable Trust differs from others. They are empathetic in providing the best option available, as most privileged people want for their son or daughter. This mentality makes a huge difference for the Trust independently.

Madhuram Charitable Trust is also involved in supporting surgeries for children with congenital deformities/disorders and anomalies. This surgery usually costs between Rs. 5 lakh to Rs. 15 lakh, which can be problematic for the underprivileged or marginalized population. Therefore, the Trust finances not only the surgery but also the supportive aids and assistive devices for children with special needs. Among other activities that Madhuram Charitable Trust has been part of include the distribution of hearing aid among the hearing impaired, providing healthcare services to the underprivileged, extending monetary support, medical assistance, and psychological counselling. It has also established a stronghold in running various awareness campaigns and creating career opportunities for the specially-abled.

The reports say India has over 70 lakh specially-abled children and adults who cannot be part of the mainstream due to their disabilities. Among the count, some people are less fortunate to gain access to quality

medical care and services. This is the area that Madhuram Charitable Trust has been focusing on. They are keen on initially helping them and equipping them with the skills that will eventually allow them to be part of the mainstream culture and society. Often these differently-abled people are stigmatized as burdens on the family and society, which needs to be changed with a solution that helps them shed this devious tag.

Exclusive Traits and Fundamental Objectives Of Madhuram Charitable Trust

To be truthful, there is no denying or foreshadowing the work of other organizations who have been working on the grassroots level to bring hope to the specially-abled and the marginalized population who may not have the means to have access to medical and health-care necessities.

The distribution of German-made high-quality prosthetic legs, despite costing Rs. 1 lakh to Rs. 2.5 lakh each, (chose)to opt the route of providing the best care possible. They only focus on letting their beneficiaries access a better version of living.

Some Light On Their Revenue Model

Madhuram Charitable Trust receives funding from contributions towards Corporate Social Responsibility. It is eligible for carrying out CSR activities for corporates. It has also successfully executed projects for companies in different areas under their CSR activities. Finally, Madhuram Charitable Trust has obtained status under section 80G (VI) and 12AA of the Income Tax Act 1961 Ahmedabad in 2019- income tax exemption for donation. It is also registered under Public Charitable Trust Act.

The Works & Contributions Of Founder Trustee Madhuram Charitable Trust
Madhuram Charitable Trust views success in the joy and happiness they



have been fortunate enough to bring to the faces of their beneficiaries. The Trust has keenly realized the sheer importance of physical and financial independence, and empowering the people to have these elements is what they have been duly working upon. Reaching out to the people from the grassroots level and helping them with their lives through generosity and empathy, most prominently, the best quality of services is the ultimate goal of Madhuram Charitable Trust.

“Take up one idea. Make that one idea your life - think of it, dream of it, and live on that idea. Then, let the brain, muscles, nerves, and every part of your body be full of that idea and leave every other idea alone. This is the way to success.”

Quoting Swami Vivekananda, whom Shraddha Soparkar follows religiously, Madhuram Charitable Trust follows a similar path to success.

Dignitary Recognitions And Appreciations By The Society

In appreciation of Shraddha’s work at Madhuram Charitable Trust earned her the opportunity to be called personally by the former CM Vijaybhai Rupani. Moreover, one of the biggest circulation Gujrat newspapers, Divya Bhaskar, awarded

her the Certificate of Appreciation for Contribution to Society as the reputed trustee of the firm. She has also received several awards, such as the IPRA Award for Innovation, Wonder Women Award by NavGujarat Samay, and the Times CSR Award by The Times of India.

Shraddha and Madhuram Charitable Trust have received several recognitions and awards for their combined efforts. So much so that they are hugely recognized for their work at the grassroots level. Though Shraddha has her stint in the business circles and is still a prominent name among entrepreneurs, Madhuram Charitable Trust remains her best work. It says a lot about the work she has been doing at the Trust.

The Journey Of Madhuram Charitable Trust In Overcoming Challenges

Hurdles and challenges are a regular part of life and business. It is even true for running an NGO like Madhuram Charitable Trust. The Trust has faced its fair share of challenges. However, they have always overcome obstacles by giving their best on every occasion or event. Shraddha Soparkar is equally blessed with a family and a husband in Kaushal Soparkar, who has been



Family Picture

Shraddha soparkar with her husband Kaushal soparkar and elder son yuvraj and specially abled daughter shruti

immensely supportive, enabling her to focus her entire energy on the activities of the Trust and pursue her business ideals wholeheartedly. From familiar support to divine intervention, everything seems to favour the Trust so far, even during the COVID situations, when all their therapy centres had to be shut down.

Madhuram Charitable Trust recounts its challenges not as a failure but rather as a stepping stone to its journey. However, the COVID-19 pandemic was the only time that stands out when the Trust seemed to be struggling. Especially the first nationwide lockdown, which was initially scary for its uncertainty.

The Trust was specifically concerned about the numerous specially-abled kids around the nation, as their therapy sessions had to stop during this time. But unfortunately, even though Madhuram Charitable Trust had all the means and resources to facilitate sessions, external factors prevented them from reaching out to their clientele.

However, this became a major turning point for the company as they launched their most recognizable and successful project, Stepathon, during the pandemic's peak. The pandemic prevented the organization from using its funds in its regular ventures, and they channelled it into the Stepathon project. Importing prosthetic legs from German-based manufacturers and distributing them among underprivileged children was the project's sole purpose.

Before this, Madhuram Charitable Trust focused on working with special children along with many grown-ups who have benefitted equally from the Trust. In short, the pandemic has allowed them to explore new areas other than staying constrained among limitations.

Madhuram Charitable Trust And Its Efforts To Impact Lives

The Stepathon initiative discussed in the begging, involving the distribution of high-quality German

manufactured prosthetic legs to children, has been close to 100. They are planning to end the year with the number 400. Madhuram Charitable Trust has also been involved in helping over 800 children with neurodevelopmental disorders and congenital disorders/deformities. In the coming time, they only wish to be able to extend their support and help to as many persons as possible.

Madhuram Charitable Trust-Employees, Investors and Other Key Change Makers

Till a couple of months back, Shraddha, along with one of her employees, who was appointed specifically for managing the accounts and day-to-day affairs, were the only two people handling the whole work of Madhuram Charitable Trust. (Shraddha believes that NGO work has to be done on the field but not by sitting in an air conditioned office)

Madhuram Charitable Trust is very strict with its overhead expenses, as it values the funds

received in the form of donations from various companies and individuals. This allowed the Trust to manage the funds and activities of the firm with its volunteers instead of engaging employees for separate roles and keeping them on a payroll.

However, things have changed a lot in the present time, as the norms have become stricter. As Madhuram Charitable Trust is expanding its services, they have hired three employees for starters and have plans for expanding the size of their team going ahead in the future based on the demand. Also, its plan to go to the FCRA is another reason for increasing its headcount.

As a non-profit organization, Madhuram Charitable Trust has many supporters and investors contributing to their finances and human resources and extending support through other means. In addition, the work put forth by Madhuram Charitable Trust has been widely appreciated and supported by the country's largest bank, the State Bank of India (SBI).

Under the Corporate Social Responsibility (CSR) initiatives, the Trust is also supported by other companies. In addition, other available individual donors have also been actively supporting the cause and initiative of Madhuram Charitable Trust. The passion deeply drives the hard-working volunteers of Madhuram Charitable Trust to serve people on a whim to make the world a better place.

Key Principles Of Madhuram Charitable Trust

Madhuram Charitable Trust's dedication and commitment to the cause of the specially-abled will always drive them to achieve something better, and this will not change anytime soon. Therefore, the firm's fundamental values or key principles are integral to the Trust's overall outlook. These principles are honesty, integrity, and authenticity, too, in the most transparent manner. They are only facilitators and are not looking for profit; hence, the earlier values are instrumental to their cause.

Current Ventures Of Madhuram Charitable Trust

Madhuram Charitable Trust has to be dedicated to the programmatic interventions of the organization, as they are for adults and children with special needs. For example, the Trust has been involved in high-quality prosthetic legs for amputees, who can dream of excelling and thriving in their social and economic lives. The children are the country's future, and this includes the very contribution of the children needing special care. This growing awareness has helped them receive donors and well-wishers' generous support to continue their noble work. It is also crucial to mention that the support of beneficiaries and their family members has also helped the Trust earn its reputation.

Madhuram Charitable Trust- The Upcoming Plans For The Future

In the last three years, their list of contributions has been many. However, Shraddha and her subordinates also realize that these are only the initial years for the Trust, and they have to go a long way. Madhuram Charitable Trust is honoured and blessed to have been able to benefit hundreds of people by transforming their lives. Yet, lakhs of people could benefit from the support and help of the Trust.

Madhuram Charitable Trust only wishes to reach out to more and more people in the next five years to come. With their noble intentions, they only wish to help numerous people that could be helped from the generous works of the Trust.

In the next year alone, Madhuram Charitable Trust has plans to distribute over 400 prosthetic legs to amputees that need the support. The total for the Stepathon project will then stand at 500. The Trust's target can be considered steep, as it serves more than four times the number of beneficiaries that they have so far been able to support. However, they are very optimistic about their success as

it will at least spread hope to individuals that need it the most.

Madhuram Charitable Trust is also at the stage of exploring its partnership with a well-known hospital in Mumbai. This partnership will be crucial for assisting in surgical procedures for children with various congenital anomalies/disorders.

At the same time, Madhuram Charitable Trust is also engaged in developing an Aqua Therapy Model Unit for children and individuals with special needs. It is expected to be one of a kind facility for children with disabilities. This model can give a huge boost to the state of Gujarat, with affordable and well-maintained pool services to all the special kids of Gujarat. The state lacks such infrastructure, and if they can bring that to the stage, it will be quite effective for everybody.

A Few Words Of Advice By Shraddha Soparkar Before Concluding

According to Shraddha Soparkar, "there are eight steps to achieving success". This can be incorporated into any field of work. These are also the steps that Shraddha herself has followed all her life. And she strongly believes it has the power to help others in their journey.

Firstly, one must surrender to the almighty God, which is popularly known in Sanskrit as Ishwar pranidhaan. Secondly, it is crucial to set up a goal and determine small steps to achieve it. Next, they will have to set aside the goals and focus closely on the small steps instead. While at it, one has to feed their mind and body with good food, prayer, books, meditation, laughter, and friends. Daily exercising is also genuinely important, as eating healthy and indulging in occasional celebrations. Lastly, it is essential to handle all relationships with love and care. All this can be summed up with the quote by Swami Vivekananda, "You cannot believe in God until you believe in yourself". ■

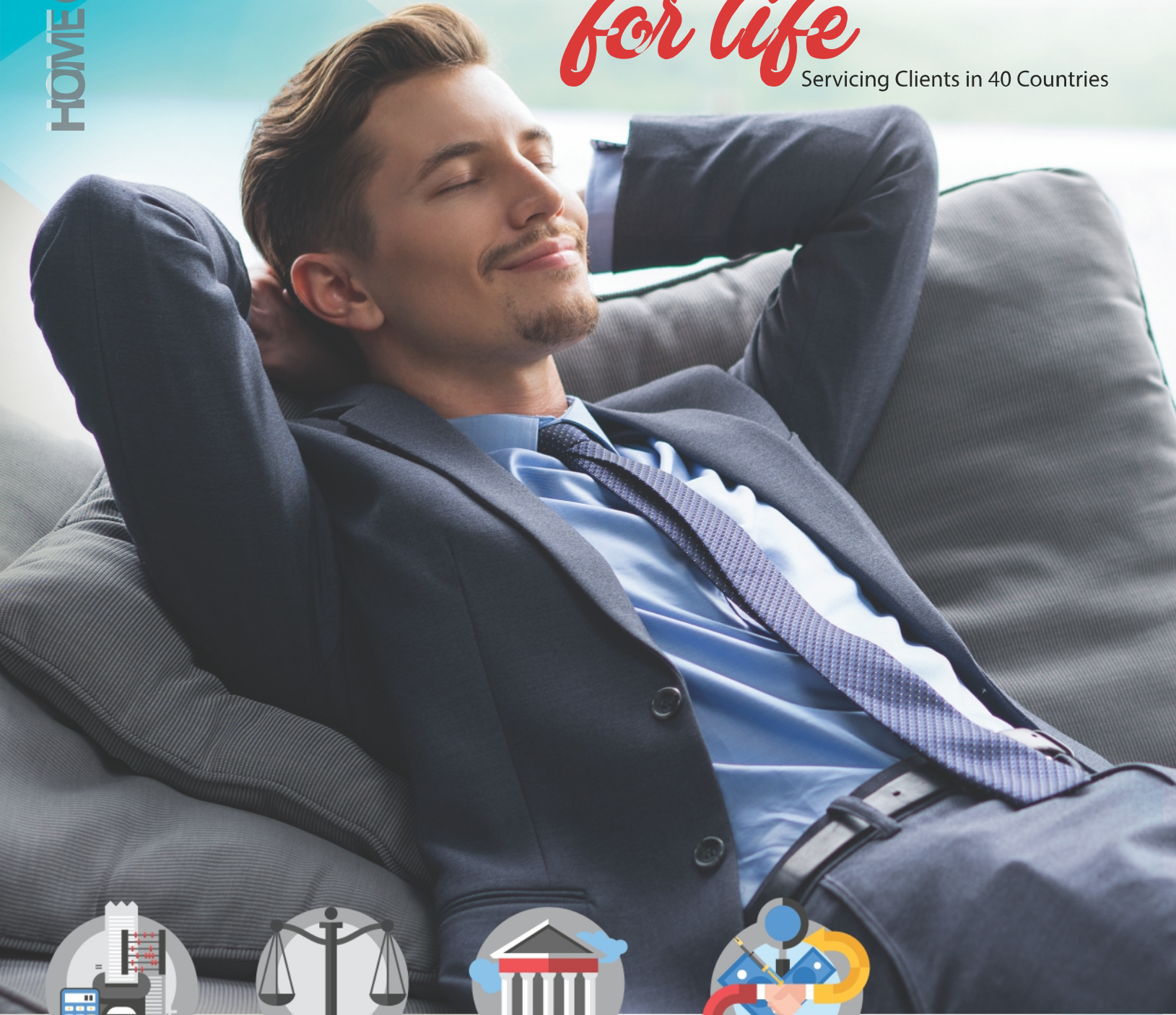
HOME OFFICES

info@AlfredJordan.com | +91 98307 56567

A FRIEND, PHILOSOPHER
& GUIDE

for life

Servicing Clients in 40 Countries



Tax Services



Legal Services



Banking Services



Valuation Services

Helpline: **+91 98307 56567**

Branches: Bengaluru | Chennai | Delhi
Goa | Hyderabad | Kolkata | Mumbai | Pune

AJ Alfred Jordan
TAX. LAW. VALUATION

The CEO Magazine[®]

A Magazine for Business Leaders & Decision Makers

ESTABLISH YOUR

**BRAND
CREDIBILITY**



1005 Kirti Shikhar, Janakpuri District Centre New Delhi-110058
Email Us: corporate@theceo.in Call Us: 011-4121-9292

www.facebook.com/theceo.in/

<https://www.linkedin.com/company/the-ceo-magazine>

[plus.google.com/+the CEO magazine india](https://plus.google.com/+the%20CEO%20magazine%20india)

twitter.com/theceo_magazine



Vidushi Garg, Chairperson, Jayoti Vidyapeeth Women's University, Jaipur

Vidushi Garg: 'The youngest woman chancellor of a university' in Asia' **Woman of Power: An Education Leader Who Is Making A Difference**

Divyani Paul • Corporate Women

Since the last decade the world has witnessed that women are becoming toppers in each section of society. It is also fact that the number of women at top managements is

increasing with a great rate. As compare to global average (24%), women comprise about 31percent of senior management positions in India. This data is fair enough to make us clear about efforts of women, but in

the overall workforce, it lets our head down when India is measured as one of the countries with less number of higher leadership in higher education. Across the vast majority of countries women are a significant minority in

senior academic positions. Among very few names, Corporate Women has recognized a leader in the field who has old head on young shoulders. The lady's instant grasp, depth of knowledge, and maturity have always amazed us. This story via an interview is focused at '**Youngest Woman Chancellor of a University' in Asia.** Ms. Vidushi Garg, Chancellor of Jayoti Vidyapeeth Women's University, sets a new parameter for leadership in the field of education which could be a benchmark for not only women but men also.

Jayoti Vidyapeeth Women's University, is dedicated to create women empowered society by putting its efforts to illuminate the minds of students. The Jayoti Vidyapeeth Women's University, Jaipur has been established and incorporated under the Act 17 of 2008 passed by Rajasthan State Legislature and notified by the Government of Rajasthan through its official Gazette Notification No. F.2 (23) Vidhi 2/2008 dated April 21, 2008. Its Chancellor Ms. Vidushi Garg is the '**Youngest Woman Chancellor of a University' in Asia.**

Prior to its inception no such institute existed, as it takes immense courage and investment to establish such an institute. It also involves high risk to establish a Women's University in technical and unconventional fields. It is also amazing that Jayoti Vidyapeeth Women's University is the only private Women's University among 14 Women's Universities in India. Ms. Vidushi is handling administrative and academic activities of the University and taking care of more than 2500 students studying and residing in University per year.

Divyani Paul – Editor (Corporate Women), in the lounge with Ms. Vidushi Garg

What was your dream as a business lady?

As a woman, it was hard to stand back and just watch women not strive for greatness. My dream was to encourage and facilitate women to showcase their talents, skills, experiences and energies across sectors and verticals of the economy, for a truly inclusive economic growth trajectory. And for this education was the only weapon. The educated women are empowered to exercise their civil, social, political and economic rights. This will help improve the overall condition of women in the society. We can hope for better days while all women of our country will be enlightened and educated. JWU not just aims of women empowered society, it also provides an opportunity to women employees to lead and excel, as both academic and administrative aspects decision lies in the hands of a women. Now, University is aiming to offer all the programs under one umbrella for female candidates so that we can become Asia's first private Women' University to offer all the programs. We are in the process to start modern medical programs like MBBS, BDS and Veterinary Science.

What is your greatest professional accomplishment to date?

One of the greatest accomplishments till date is that our students are showing their talents, skills and experiences across sectors and verticals of the economy and setting an example for the society. At JWU

most of the key positions are hold by women and they are the decision makers. This breaks the stereotype thinking of the society and establishes their position in their families also. They are empowered to fend off domestic violence also as education leads to higher social standing, more independence, and greater autonomy in women's lives and in the household.

Have you ever failed in your initiatives? What have you learnt from your failures?

Due to the orthodox mindset of the society and family pressure regarding the marriage of the girl, University is getting low enrollments and high dropout ratio in integrated courses as well as professional courses. This is our greatest failure. Due to long span of time of integrated courses, the dropout rate is increasing. To reduce the dropout rate we have planned to help the students of long duration courses to place and success so that they can become example for other girls and they do not drop their course in between.

What are your ideals?

A woman in Indian society has been a victim of humiliation, torture and exploitation. There are many episodes of rape, murder, dowry, burning, wife beating and discrimination in society. Men predominant the Indian society, hence women are a victim of male domination in the respective sphere of life; especially in economic life, over decision making on resources, on the utilization of her earnings and her body. The male dominated society where women are often seen as subordinate & inferior to men and the



stereotype views of society for female education were my inspirations. Women belong to kitchen and men belong to earn money- this kind of thinking was my ideal. I always dreamt to do something for the community and especially for the women to empower them, to educate

them and help them to achieve their place in the society.

How many hours a day you work on an average?

I work round the clock for the University as I am the single key officer who is responsible for

education and safety of the students. I am whole heartedly dedicated to my students and always work for the betterment of the University physically or mentally.

What is the best decision you've ever made?

The first and foremost priority of this University is women empowerment along with community development. This is evident from the fact that University is managed by women administrators at all levels. Keeping in view the vision and mission of the University we not only aims of women empowered society but also provides an opportunity to women employees to lead and excel, as both academic and administrative aspects decision lies in the hands of a women. More than 80% of the positions are handled by women administrators very efficiently. All the other academics and administrative domains are also headed and managed efficiently by women administrators since inception. This has proved be to one of the best decision we've ever made.

What stimulated your ideas to start a new business venture or to bring significant changes in an existing business/ at work place?

Women form about half of the population of the country, but their situation has been grim. They have been deliberately denied the opportunities for growth in the name of socio-cultural practices. Women are also suffered from the denial of freedom even in their homes and domination, an unequal and inferior status. Social institutions have a deep bearing on the role and status of women.

Women do not belong in the kitchen. Men do not belong in the business world making all of the money. Women are quite capable of being just as successful as men when given the chance outside of the house. Women are capable of doing more than you think. Women could be more successful than men.

When I got a chance to start a venture, a thorough environmental scanning was done and it was found that all the government policies for women empowerment were blank words and no one was literally interested for the upliftment of this section of society. Due to heavy investment and unconventional field there was no private University catering to women that time and till now too. So we thought to tap the opportunity to establish a Women's University and provide best of education in a safe and secure environment.

What effective strategies you have implemented/ initiatives you have taken to achieve success?

The only strategy we have implemented to achieve success is hard work and dedication. Our committed management and team have proved to be our greatest strength to achieve our goals and success.

How do you define success? What is your take on the ways to achieve long term success?

Some people find that helping people brings them the most joy, and therefore success looks like a life given to others. Some realize that building a business or product brings them happiness. Some prefer isolation and others prefer constant activity.

The simple yet profound truth is that what makes me happy doesn't make someone else happy, and vice versa. My vision of success probably looks nothing like yours, and that's how it should be.

Success is both a goal and a journey. When we reach certain milestones that is an element of success. But we don't stop there. We push higher and harder, striving for more and to be better. And that is actual success is. My idea of success is not to stop and go miles and miles to achieve the vision and mission of the University.

To achieve long term success we focus on:

- Skilled, educated and open minded professionals
- Providing growing environment to our students and teachers
- Enable our professionals and students to prove themselves as role model to the society.

Please tell us about your future plans.

We have offered programs in almost all the disciplines like Ayurveda, Homeopathy, Yoga & Naturopathy, physiotherapy, Medical Lab Technology, Optometry, Radiation Technology, Pharmacy, Arts & Humanities, Education, Journalism, Food & Bio Tech, Law, Engineering, Science, Commerce, Management and Poly technique Diploma Education. We are planning to start modern medicine programs like MBBS, BDS and Veterinary Science, so that we can become Asia's first private women's University to provide all the courses under one umbrella.

Who has been your greatest inspiration?

The women icons at leading positions are our inspiration. We want to see all my students achieve that success and present a role model for this society. We want to provide skilled, educated and disciplined candidates for the positions which are not offered or open for women.

Whom do you attribute your success to?

I would like to attribute the success to all the parents and their family members who have faith in us and who allow their girls to live their dreams and opt for professional education. We are thankful to those parents who stand against their own society who believes that women are only for taking care of the home.

Do you think your personal life is affected by your professional life? How?

No! Not at all! My personal life does not get affected by the professional life. I don't have high expectations from my personal life as well as professional life. I am maintaining work-life balance to the maximum extent and facing no problems in managing both the fields.

What do you think is the biggest challenge to female leadership?

A female has to encounter more resistance than a male at workplace. Her biggest challenges are:

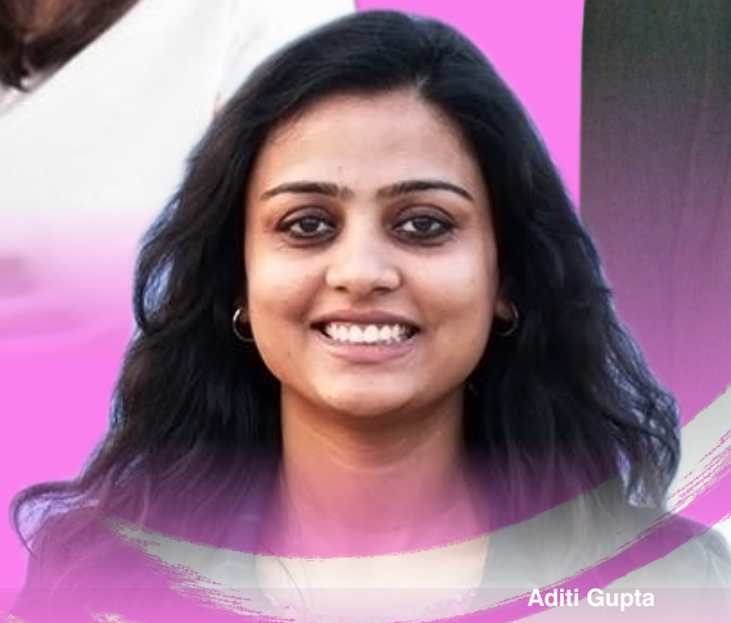
- To prove her capabilities to the world where most of the people are against her.
- To establish herself and live her dreams.
- Defying social expectations

CELEBRATING WOMANHOOD EMPOWERING FEMINIETY

With several factors boosting up women's participation in Indian entrepreneurial landscape, the nation has observed a significant rise in approaches to empower women not only financially but also to shatter all the boundaries and break those taboos that have curbed their growth as an individual. Some women entrepreneurs have been efforting their best to help women rejoice their womanhood recognize and reach their true potential.



Richa Kar



Aditi Gupta



Sairee Chahal

Sairee Chahal

An epitome of how powerful women can be with revolutionary ideas, Sairee Chahal is an inspiration for all budding women entrepreneurs in India and abroad. She is a serial entrepreneur, a mentor, a celebrity speaker and a writer. You can spot her in TED talks, India Today Young Turks, Pioneering Spirit and What Women Want. She is the role model for modern Indian women. She began her career as a journalist. She entered into a tryst with entrepreneurship when she became a mother herself and came across the wide gap that is grounded on gender discrimination and prevails over job scene in corporate ecosystem. All she wanted was some flexible job options that would spare her some time to take care of her child. A strong woman, instead of losing hope and think about her deprived situation she decided to devote herself to bridge this gap and empower women with more flexible options. She embarked on this journey with Fleximoms.com.

Her evolutionary entrepreneurial journey unlocked her potentiality. At this point, she envisages a world where resource but not gender would be the criteria for selecting the right person for a job; a world which treats men and women equally. Now she is on a crusade for encouraging women to thrive in this world of competition with their abilities breaking through the glass ceiling. She is driven by the motive of helping as many women as she can to achieve great things in life. Her brainchild, Sheroes.in gives platform to all those talented and zealous women who are looking for an opportunity and want to maneuver their career to the right direction. What is remarkable about the concept is that the number of empowered women is much more women than what collective initiatives from the government has achieved.

Richa Kar

An engineer from BITS and an MBA from Narsee Monjee Institute of Management Studies, Richa Kar redefined the laundry selling industry in India cracking open all the taboos that plagued the space. She founded Zivame.com - a pioneering leader online brand in the lingerie retailing business. The company derives its name from a Hebrew word, 'Ziva' that means radiant and ME; it celebrates feminiety. For its phenomenal success in truly fulfilling the lingerie needs of women, the brand has gained immense popularity having covered more than five million followers. What interested her to venture out in this sector was the fact that most of the women in India are not aware about sizes and usually wear wrong ones. Wearing a right size is essential for general well being of a woman besides it brings confidence in her persona and adds beauty to it. Not to mention, the retail shops lack in range of sizes which also accounts for women trying to fit in whatever they could get without speaking much about what they need.

The biggest challenge she faced was that speaking about lingerie was still subjected to embarrassment and boldly discussing about it while being purchased by woman

or for women was considered a taboo. People still usually hesitate to talk about that. Convincing her family to step into this category was a hard boat to row as they were worried about how it was going to impact the family's image in the society. Nevertheless, Zivame's massive success in the initial months of its launch was an answer to their frowning.

With Zivame, Richa initiated a change that has started metamorphosing this belief system. The brand has been catering to the demands of customers from even those remote areas where people don't even consider buying lingerie from shops.

Aditi Gupta

A social entrepreneur and a Ford Foundation Research Scholar at National Institute of Design, Aditi Gupta co founded Menstrupedia - an initiative to shatter the myths and misunderstandings associated with menstruation in India. The topic has always been a paradigm of social taboos which looks upon it as a curse from God. Girls are prohibited to worship; to touch milk or pickle and to sit on other's bed; moreover, they're confined to a specific zone in a house throughout the duration. As a result, Girls and women are subjected to discomfort and embarrassment that curbs their growth and kills their confidence. Further, the lack of education on personal hygiene bears a bad effect on their health.

Aditi's personal experiences with periods while she was a child always encouraged her to fight against such perception of the society. While she was at NID, she got to pursue an extensive research on the subject with Tuhin Paul, who has cofounded Menstrupedia with her. Through the study, they got to learn about the extent of lack of awareness across the nation and the negative consequences that women and girls have to suffer from. Menstrupedia's journey began targeting the younger generation to spread awareness about menstruation. The team first launched a comic - a comprehensive guide that would educate girls about periods through story telling. The response was phenomenal; girls, parents and their teachers commended the initiative. The comic is now available in seven languages and has been adapted by 75 schools all over India so far. Moreover, these guides have been distributed across Nepal, South America and Nigeria. The website also has a section for Ask where people can post their queries and get their answers.

Menstrupedia has been glorified all over the world for its wonderful attempts towards making the world a better place for female clan. It has, indeed transformed people's way of perceiving periods. It has undoubtedly empowered many girls and women to be confident about their body and personality. Yet, it has a long way to go. The world salutes the efforts of Menstrupedia and Aditi, who has been an embodiment of inspiring, bold and self-reliant modern Indian women. Her name shines in Forbes India's 30 under 30 list.



DYNAMIC BUSINESS WOMEN

TO WATCH IN 2023

Person	Designation	Company
Anita Dongre	CEO	Anita Dongre Ltd
Anjum Jung	MD	Morph Design Company
Gauri Bapat	Director - Strategic Business	Inteliment Software Technologies (I) Pvt.Ltd.
Jyoti Sudhir	Director & Co-Founder	Inventindia Innovations Pvt. Ltd.
Jyotsna Suri	MD	The LaLiT
Kanchan Naikawadi	Director	Indus Health Plus
Kauser Khan	Founder	PROTOCOL
Lipika Sud	CEO	Lipika Sud Interiors Pvt. Ltd.
Manju Mastakar	Director	Armstrong Capital Advisory Pvt. Ltd.
Manjula Pooja Shroff	MD & CEO	Kalorex Group
Mansi Malkoti	COO	Cloudway Consulting Pvt. Ltd.
Nandita Kanwar	Founder	Econcero Consulting
Nidhisha Varshney	CEO	FitMeIn

Person	Designation	Company
Nona Bains	MD	Akkam Immigration
Pooja Gada	Co Founder	The Butterfly Effect Studio
Priti Shah	Co-Founder & CEO	Payswiff
Priya Roy	Vice President	PriorityONE Consulting
Priyanka Agarwal	CEO	Wishberry Online Services
Priyanka Gill	Founder & CEO	POPxo
Purnima Santosh	Managing Partner	Value Vision Management Consultant
Rachel Goenka	Founder & CEO	The Chocolate Spoon Company
Rajshree De	Co Founder	Qusar Matrix
Ritu Shah	Director	Hiteshi Infotech
Sangita Singh	Founder	GS Job Point
Shanti Ekambaram	President	Kotak Mahindra Bank Limited
Shirin Banerjee	Managing Partner	PeoplePlus Consulting
Shrilakshmi Desiraju	Founder	Triphase pharmaceuticals
Sunayana Puri	CEO	Chandra Credit
Vidushi Garg	Chairperson	Jayoti Vidyapeeth Women University
Vidya Priya Rao	Founder	Innovatus Marketers Touchpoint

All the Entrepreneurs name have been arranged in alphabetical order, and it is not a ranking

Encroaching into the territory of men: **Why women love wearing men's watches**

Slim and Sleek diamond watches, or pearl faces or those with pink leather straps aren't for everyone. Women have always been attracted to those masculine timepieces for their quality, durability and serious style. As men's watches grow larger and flashier, women are saying goodbye to feminine timepieces in favor of oversized models. Here's the list of the most exclusive men's watches which are adorning women's wrists.

Rolex Daytona

A Rolex is an obvious choice — for good reason. The Daytona is one of the most coveted timepieces among collectors. Famous international Celebes including Rihanna, Jennifer Anniston, Charlize Theron, Victoria Beckham, Sofia Vergara Ellen DeGeneres and many others are in love with Daytona. Why so? That's because Daytona is a major status symbol with vintage styling, which goes spotlessly well with almost everything.



Hublot Big Bang

Hublot's Big Bang is the luxury watch world's most popular model, and thus the watch world's most polarizing model. Carrying a very different appeal to Rolex, Hublot Big Bang is modern, innovative, technical and bold- that's exactly the kind of a desired 21st-century timepiece. A matt-black Hublot adds definite tough-girl swagger to any outfit, but the intensity depends entirely on what else she's wearing.





Panerai

The OFFICINE PANERAI watches are a natural blend of Italian design, Swiss technology, and passion for the sea. The watch represents toughness with a purpose and a strong statement.

Vintage Omega Speedmaster

Omega Speedmaster is a line of chronograph wristwatches produced by Omega SA. While chronographs have been around since the late 1800s, Omega first introduced this line of chronographs in 1957. Since then, many different chronograph movements have been marketed under the Speedmaster name. The manual winding Speedmaster Professional or "Moonwatch" is the best-known and longest-produced; it was worn during the first American spacewalk as part of NASA's Gemini 4 mission and was the first watch worn by an astronaut walking on the Moon during the Apollo 11 mission. (Wikipedia)



IWC Portugieser

IWC has a wide variety of watches in its stable, from time only hand-winds to tourbillons and minute repeaters. The most defining of these, however, beyond the Pilot's line, has been the Portuguese Chronograph, whose vertical subdials and elegant case have become synonymous with the line they represent. IWC has a wide variety of watches in its stable, from time only hand-winds to tourbillons and minute repeaters. The most defining of these, however, beyond the Pilot's line, has been the Portuguese Chronograph, whose vertical subdials and elegant case have become synonymous with the line they represent.

Audemars Piguet Royal Oak

The Royal Oak from Audemars Piguet falls under the category of luxury steel sports watches. Its fresh white dial and clean lines is definitely a great weekend watch.



Women Entrepreneurs: Overcoming the Barriers

Breaking the tradition of centuries, the Indian women are achieving success in various fields. Carriers which were male-oriented are now apprehended by women also. Unveiling their abilities and talent, many women are becoming a source of inspiration for others. In like manner, by breaking all the stereotypes, Indian women have set an example in the field of business and serving as a catalyst for economic development of the country. But the journey of an entrepreneur is not an easy one, and for a women entrepreneur, challenges are strenuous. The multiple roles of her life bring multiple challenges.

In most of the countries, women are less engaged in business activities. Setting up a business venture is risky as it requires properly planned strategies, finance, registering the business name, licenses and permits, location, team and promotions. A business can be successful when it can fulfill all these require-ments. Some of the barriers encountered by women in business are as follows.

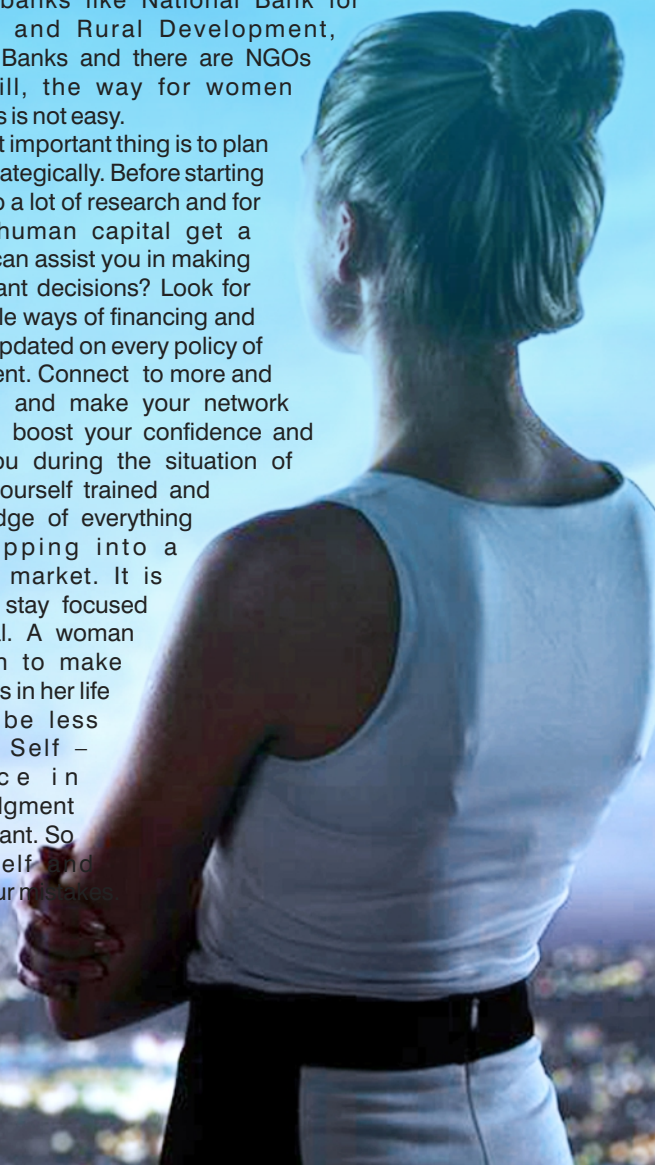
- **Family Responsibilities:** A woman has lots of responsibilities of her family members. A woman is more emotionally attached to her family, so it becomes tough for her to manage both her home and work.
- **Lack of self-confidence:** A woman sometimes fails to motivate herself as she thinks that she can't perform better than others. Especially in the field of business where self-confidence is a major factor of your success, for a woman it becomes hard to develop her self-confidence.
- **Lack of Awareness:** As the environment of Indian markets keeps changing it becomes very important for the entrepreneurs to keep them updated. Due to unawareness of new technologies, products and marketing women face a lot of problems to cope up with these changes.
- **Financial Problems:** Every business start-up needs capital and it remains an unceasing necessity until the success of the start-up. As banks and investors consider women less reliable in managing a business, they have to bootstrap their start-up for a longer period of time.
- **Fierce Competition:** In a market where competition is very high, for a woman it becomes very tough to manage her business. If the counterparts are more experienced then they can face insecurities.
- **Social Problems:** A woman has to face discrimination from the time of birth. She is bounded to follow the typical traditional rules of society which cause hindrance in the path of her progress. A women entrepreneur has to face many problems as she has to keep consider everything before taking any step.

→ **Low risk-bearing capacity:** Protected by her parents before marriage and by her husband after marriage, for a woman, it is not easy to bear any kind of risk. As economically also they are not self-dependent so they usually afraid of taking any kind of risk.

→ **Limited Mobility:** Despite of hard-work and dedication there are some factors due to which women are unable to handle their business properly. As sometimes business requires frequent travelling, meetings, night shift, etc. So for a woman, it becomes tough to manage these things alone.

A journey of an entrepreneur is not an easy one. Challenges and risk are always there but if you are determined and confident then you can achieve success. If you think that you can take your start-up to the achievements, then it is important to be confident and fearless. In order to assist women entrepreneurs, the government is also supporting them through banks like National Bank for Agriculture and Rural Development, Nationalized Banks and there are NGOs also but still, the way for women entrepreneurs is not easy.

The most important thing is to plan everything strategically. Before starting a business do a lot of research and for leveraging human capital get a mentor who can assist you in making some important decisions? Look for all the possible ways of financing and get yourself updated on every policy of the government. Connect to more and more people and make your network strong. It will boost your confidence and may help you during the situation of crises. Get yourself trained and gain knowledge of everything before stepping into a competitive market. It is important to stay focused on your goal. A woman should learn to make bold decisions in her life and try to be less emotional. Self-assurance in personal judgment is very important. So trust yourself and learn from your mistakes.



aadharhousing.com

Toll Free: 1800 3004 2020

**BENEFITED
1,30,000 FAMILIES
WITH A ROOF
OVER THEIR HEAD.**



- One of the largest affordable housing finance companies in India focused on the low income segment.
- 300 branches across 19 states of India covering more than 1500 locations.
- AUM of more than 9000 crores as on 31 Aug, 2018.

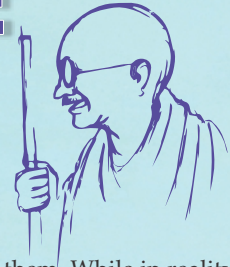


**GHAR BANEGA,
TOH DESH BANEGA.**

THE IMPERATIVE CASE FOR THE UNIVERSAL HEALTHCARE

"Recall the face of the poorest and weakest man you have seen, and ask yourself if this step you contemplate is going to be any use to him."

— Mahatma Gandhi —



Quality Healthcare is of the utmost importance to any society, and it is every state's obligation to provide quality health services to its citizens for free or affordable prices. Before dwelling further on the issue, some basic arguments need to be settled. Voices calling for Universal Health Care

(UHC) program, may sound as a radical idea to some, but it is, in fact, a principled, liberal case, of providing accessible & quality health care for all or maximum numbers and enshrined in almost all the liberal constitutions around the world. Some are anxious, that in order to implement UHC, the state may have to increase its public spending, this means big

government for them. While in reality, that is not the case, if the private players are allowed to try their hand with strong regulations, it might mitigate the risk of a big government, and subsequently the bureaucracy. This issue now is no more concerned with the age-old bitter debate of capitalism and socialism. Universal Health Care is the need of the hour.

HOSPITALIZATIONS (PERCENTAGE)

	Rural	Urban
Public	42	32
Private	58	68

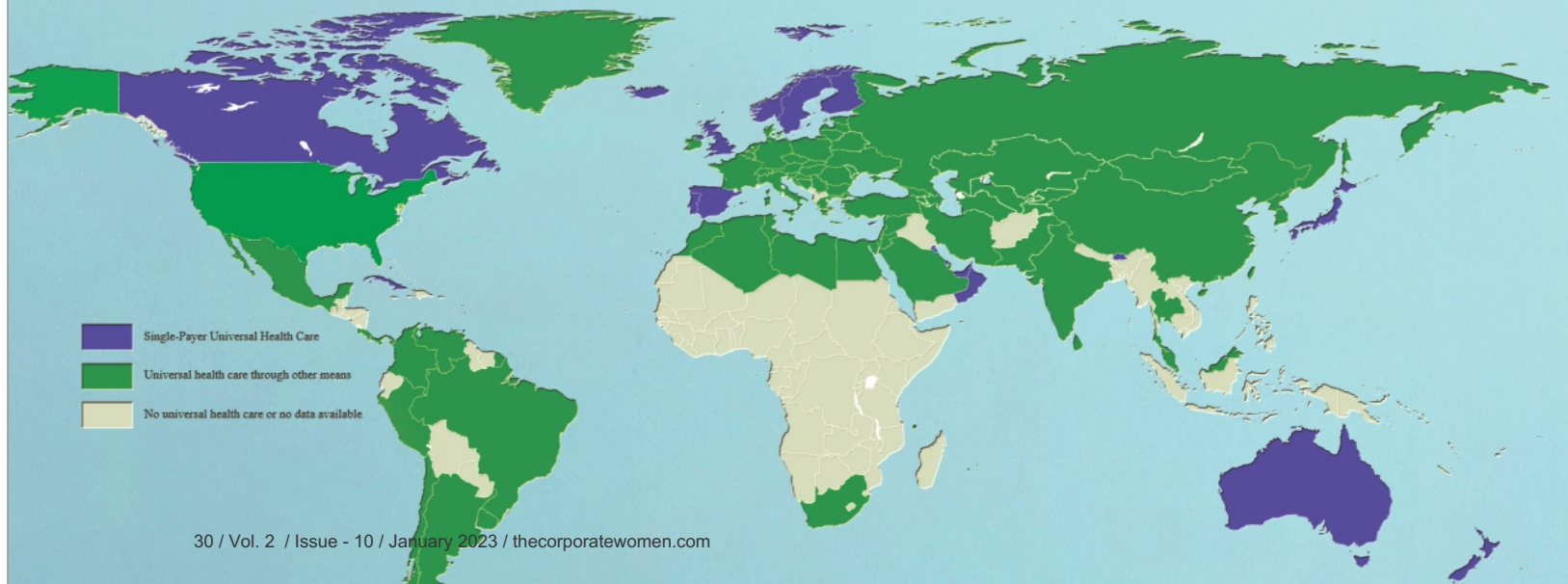
A country becomes insecure and sick if its citizens are not well and without ensuring their good health, it is nearly impossible for a developing country to walk the road of developed ones. Being said that, a recent disturbing news about a tribal man carrying his wife's dead body for kilometers raised an uproar in the complacent middle class and sparked heated online debates about the poor condition of health services in India. The news

paints a very bleak picture of how the commons in India receives medical health services.

Before the advent of giant hospital chains, the responsibility of providing health care was limited to government and some private players only. In the post-liberalization period, government's handling of the health sector was laid off to private players, they grew in the hope of transforming health care and availed a lot of government assistance/

benefits for the fixed capital and other sectors. With IOT becoming a great disruptor, Healthcare startups started to grow. There are about 3000+ startups along with giant hospital chains currently operating in India. But, the main point here is, were they successful in producing the desired results?

In spite of the optimistic start, these new efforts failed to satiate the needs of commons and to fill the chasms created by the state's inefficacy.





ASSESSMENT

A recent Forbes article (May 2016) stated 98% of global digital startups to be walking dead and zombies. A popular American Sitcom 'South Park' in an episode exposed and mocked the new startup culture and the episode depicts how most of them are of no substance and value.

Healthcare ones are no different, there is a lot of hoopla about the sudden outburst of health care startups. The main issue some critics raise is the huge percentage of failures of such startups, but here we would focus on the merit of having such chains and startups with respect to health care issues of India.

India, a country of staggering 1300 million has one of the worst healthcare service available in the world. There are stark differences in the quality of the private healthcare industry and the public healthcare services. Poor infrastructure, unavailability of medical professionals contributes to the prevailing horrifying situation along with other factors.

It is not like as if, the healthcare industry of developed nations is prospering or catering the needs of the last person in the society, Obama care in the USA or National Health Service of Britain, all famous examples of healthcare services are falling apart. Those who have health insurance usually have to first pay out of pocket and then apply for reimbursement. The high cost of medical care and low accessibility in rural areas make people postpone seeing a doctor, and instead first try home remedies.

SO, WHAT IS TO BE DONE?

In order to ensure health care for everyone, first we should make an analysis how to approach this issue, it is perfectly clear that private efforts in health haven't produced any fruitful results, and in public spending, the cumbersome bureaucracy cuts down the efficacy. Though while having a macroscopic view of public spending, it appears people largely avail the benefits, only a few individual cases are left out. The question whether the private efforts will be of any substance is still moot, according to a popular argument, the poor health of average Indian is due to low public sector spending in preventive health care services like sanitation, waste management, and due to inadequate availability of health professionals and very low investment on their training and the poor infrastructure. So, there is somewhat clarity when focused on past records of private players and successful examples of small states like Cuba etc. it is now clear only increasing public expenditure can bring the desired utilitarian results, if we are to ensure healthcare for all.

Now comes the issue of the digitized entities, a country that lacks the infrastructure for basic education, and with increasing disequity, how those underprivileged sections are going to benefit from the digital boom. It is not like that technology will not become user-friendly in future, in near future with the help of AI (Artificial Intelligence) it will be user-friendly even for the contemporary Luddites or the ones who are not so tech-friendly. Studies have shown that these new horizons of modern healthcare are only accessible to the privileged section of society.

CONCLUSION

We live in much better times than before, with much higher life expectancy, lower mortality rates, and higher HDI, still, even these efforts for Universal Health Care are inadequate to ensure a healthy society, as they are currently limited to physical health only, and we are still at a very initial stage in cases of mental illness/sickness. We shouldn't delay anymore to realize this goal (good physical health for all) and then move on to the next evolutionary phase of healthcare. It is now safe to say that UHC is the imperative requirement for a society to grow with sound physical health and mind. We recommend the aforementioned Gandhi's quote to policymakers when they are about to implement models during policy formation.



Rajshree De: A protagonist who dived into challenges and co-founded two **successful technology start-ups**

Divyani Paul • Corporate Women



Rajshree De
Co-Founder, QuasarMatrix™

Indian Tech Industry has been facing a hurdle since ages; the gender problem. Still, there are women who have broken this glass ceiling and are improving the outlook for women in technology landscape. Continued increase of women-led businesses and their participation in the entrepreneurial zone have turned out to be a major driver of economic growth the country is witnessing. While the digits are small, it is certainly calling in a fresh breeze of change where many women entrepreneurs are undertaking their entrepreneurial journey and building products not just for India but for the world as well. During our research, we delved deep into the 'tech' treasure of our country and what we found was an extremely high ratio of male entrepreneurs compared to women! We were curious to know the reason behind this cheerless statistics in the 'male-dominated' industry and reached out to Rajshree De, a proud women entrepreneur in IT domain, writer, blogger and lastly, a beautiful soul to interact with. Interestingly, gender obstacles went out missing during the conversation. Instead, she described how she initiated her entrepreneurial journey of incorporating profitable businesses like Pentechs and QuasarMatrix™- with passion, clarity, and confidence, enabling innovative business ideas to thrive.

When there is anything about you that is less common, you stand out. Read these lines somewhere and they tune up with your journey very well. What would be the two-three highlights of your career that helped you shape who you are today?

To work independently is something I have been comfortable with. To go on with a well paying corporate job was never my cup of tea! Establishing your own business may feel alluring, but it comes in with its own challenges. During the initial phase of

my professional stint, I tried my hands over a lot of things. My first stint with entrepreneurship started way back in 2001 with a cake baking business, named Taste & Flavor in Mumbai. Later, my move to London exposed me to various other facets of learning and new business possibilities. Though I am an MBA in Marketing and Finance, I later decided to try my hands on web technology and study Interior Design in London. That was how my interior design and designer furnishing venture Design Peninsula was born. My quest for an innovative business idea inspired me to incorporate Pentechs in the field of software development, back in 2013 along with my husband as my business partner to create Next Generation Software, Web and Mobile Technologies. Pre-empting the global shift from IT service industry, it felt right to create a product that Indian enterprises need. We realized that the businesses with multiple real estate property leases like stores, factories, warehouses, offices maintain their enormous amount of lease data in spreadsheets. Departments spend hours in finding the paper copies of lease deeds and supporting documents. Sometimes the all-important piece of paper is even lost. No one has a clear idea on the latest status of the leases property or when the lease is expiring. There is no software in India that can comprehensively take care of the corporate lease management. We stepped into this segment where technology laid unused with our Enterprise Lease Management Suite (ELMS). I am proud to be the co-founder of two start-up companies that have developed this awesome solution and taking it to Indian corporates. QuasarMatrix™ was founded a year ago to take our products and solutions to the market. Our inception in the industry is quite an interesting garage story with almost zero investment and it is quite intriguing to see ourselves growing from a three people company in a

basement office and a living room to a lovely 1800 sq. ft. office.

QuasarMatrix™ has revolutionized the way corporate lease are managed in India. Tell us more about this pioneering enterprise solution.

QuasarMatrix™ offers a suite of business solutions that add value to organizations. Under the spectrum of QuasarMatrix™, we launched ELMS for complete automation of Enterprise Lease Management. ELMS is a very powerful lease management platform with in-built business intelligence and great user experience interface. All your leases are literally accessible with a button tap, cutting down the cost, error and time in managing hundreds of leases manually. Never miss a renewal of an outlet or forget to recover security deposit on time. Even after a year, we hold the crown as the prime mover in the industry. Our strength lies not only in the innovative solutions but also in our commitment to the customers for specialty customer experience and our personalized attention to details. The solution is being used to manage commercial leases for over 1500 retail stores in India and counting.

What are the future plans associated with QuasarMatrix™ and Pentechs ?

We want to be the market leader in both segments, while expanding our horizon globally. Pentechs turns five in March 2018; a milestone for me.

Although the statistics of women entrepreneurs in India are soaring, yet a woman's ambitions are often doubted in our society. Is it hard to be a businesswoman in India?

Well, the industries are completely male-dominated and then there are glass ceilings. The basic support system and mentors/sponsors needed by a woman to keep going and lift her career are missed out in our society. We are often prefixed with industries

like fashion and apparels; they cannot relate us to the IT Industry, but here I am looking at the bright side with my dreams and ambitions.

What has kept you going through hard times? Has your professional life affected your personal life as well?

My parents and my husband. I have gone through hard times in my life, but they stood with me like solid rock and kept motivating me. My husband and I are partners in life and also in business. We have very different work ideologies, therefore difference in opinions is there, but we both work together towards the same goal. We have a son who is extremely understanding for his age. So I should say I have been blessed in this front.

Our readers would like to know about your business partner, the co-founder Mr. Anish De.

Anish is my life partner and business partner as well. He has been my pillar of strength during the challenging times. He is an alumnus of the Indian Institute of Technology (IIT) and a member of Information System Audit and Controls Association (ISACA). On the professional front, Anish has spent a span of two decades in the industry with roles of an entrepreneur, technology strategist, business developer, information security specialist, risk manager and auditor. He has co-founded few start-ups including Pentechs and GRCPlus. His previous include chairing management positions with Big4s including KPMG and Ernst & Young in the UK and ICICI Bank in India for over 15 years.

Thank you for answering the interview. Would you like to share a piece of advice for the people who are just starting out?

Well, one should always pursue one's dream. At the same time have the reality check in place too. A dream supported by proper ground work can never fail.



Determination can conquer every grueling task, a firm belief by **Sangita Singh,** founder of **GS Job Point**



Shweta Singh • Corporate Women

Sangita Singh
Founder, GS Job Point

Empowerment helps women acknowledge their own status in the society, their existence and rights. Women's existing social and economic status stirs the entire category to become more empowered personally and economically through business ownership. Women entrepreneurship development is thus, an instrument of women empowerment. When people are asked to name a few successful entrepreneurs, I believe a clear majority would imagine men at the top. It's not like women success stories do not exist, the matter of fact remains that they are considerably fewer in numbers as compared to their male counterparts. Although the size gap is narrowing between men and women-owned businesses, at the current pace it will take many decades for that gap

to close. With the numbers around women participation in the Indian economy, Corporate Women is privileged to meet diverse female entrepreneurs from various sectors on a regular basis and look ahead at encouraging parity where women enjoy the same support as men do to pursue their calling. To speed things up, I believe we need to dramatically transform women's concepts of the future, of their business enterprises to place them into a place where they have the vision and the confidence to catapult their businesses to a whole new level. Women-owned businesses truly are a vehicle for change for they are reaching new corners of the market by fostering new opportunities.

In the era where unemployment has been a constant factor, it becomes

imperative that we increase more promising jobs to the skilled personalities in order to ensure their participation in the country's economically valuable pursuit. In the most recent decade, with the burgeoning demand for HR Recruitment and Consulting service, numerous firms have been gearing up every year in this arena but only a few are capable to taste the ingredients of success. In the world full of challenges, **Sangita Singh**, a pre-career advisor is one among few who has emerged as a successful talent provider. With a vision of making a significant contribution to the nation's overall growth by expanding the pool of human resource and talents present in our country, she has been brilliant in hiring appropriate candidates for multiple profiles. Her personal job

seeking experience during college days prompted her to provide the services to the candidates absolutely free of cost. Her ceaseless quench and inclination towards shaping an individual identity of her own boost her to the quit job and walk an extra mile to establish **GS Job Point**. Specialized in Headhunting, campus placement, Training and Development, GS Job Point is one of India's fastest growing Hr Consultant and Manpower Recruitment firm offering services which include screening, calling, short-listing and arranging aptitude tests of candidates for the companies. Started in Lucknow, the organization stands as an eminent human resource Company by extending its services in PAN India with its principal focus on increasing client's ROI through minimal charges possible.

With proven track record, her firm is seen to be evolving over years in its standards of quality and service. Driven by a mission to place the right candidate in the right place at a right time to maintain the consistency in quality deliverance, Sangita's domain expertise has empowered her with the ability to identify talented people with requisite skills required for specific profiles. As Sangita reflects, "We have a penchant for sourcing the right candidate to our clients understanding their needs to meet the expectation in the market. Due to our promptness, we have been gaining immense trust and clients who have been taking our service quite consistently are an exemplification to this. We invest all our efforts in covering maximum interviews on a single working day. Keeping in mind customers' comfort level, we provide unique services to them while staying strongly competitive".

Corporate Women, in conversation with Sangita Singh, Founder of GS Job Point:

What is your greatest professional accomplishment to date?

Unexpected views and opinions have taken the form of my biggest achievement. I have had a strong inclination towards writing, the reason why I keep publishing blogs and I have also published a book under the title "How to start a HR Consultancy Company" which has been purchased by more than 500 buyers through different E-marketing sites and own website. For this very reason, I keep receiving numerous unknown calls and messages seeking for my guidance on how to build a start-up with new and innovative ideas. It feels wonderful to hear people taking interest in my journey of becoming an entrepreneur and considering me as their role model. I could have asked for nothing better in life. Whenever I look back, I feel immensely contented to see myself reach where I am standing today.

Please tell us about your future plans.

We are paving way for training campaign and striving to be pro-active in online and offline both campus placement.

Whom would you like to attribute your success to?

I would, undoubtedly, attribute my success to my family, especially my brother who has been the constant pillar of my success. During the fledgling period of my firm, I was about to lose all hopes but they are the ones who stood firmly with support and motivation besides me.

Do you think your personal life is affected by your professional life?

How?

Discontentment in one's personal life can surely leave some impact on the professional. Being a woman, you need to bear a lot of responsibilities so much that at times governing both the fronts become backbreaker. But, I hold tight the belief that persistent determination can never prevent one to reach the path of success.

What do you think is the biggest challenge to female leadership?

Balancing personal and professional configure to be the biggest challenge for women. Both men and women face challenges in setting up their own businesses, but for women, the barriers seem often harder to overcome. Unlike men, women mostly get affected by traditional and internal factors. In a society full of rigid views of traditionally dominant roles of male and female, frequently reinforced by cultural and religious beliefs, breaking the barriers to seek an individualistic approach becomes worthwhile.

An MBA graduate of the Apeejay School of Management, Sangita's journey from a job seeker to a job provider is absolutely thought-provoking. Her indomitable spirit and optimism have set an example by taking the plunge and deciding to follow an entrepreneur journey with a humanitarian motive. With prior experience as an HR Consultant in a Multi-national Company, she has been addressing an enormous shift in trend while running her own HR consultancy company for about a decade. Her relentless zeal to deliver quality result adding a pinch of personal touch is awe-inspiring.



Hey Ladies!
You need to learn
to say
NO

We all love being the 'yes' person diving in, agreeing for the impossible task and taking care of the things. Everyone likes an employee with a can-do attitude. Saying NO at work and then feeling guilty and uncomfortable can push you into the thoughts of people disliking you and questioning your 'team player' spirit. It's not an easy feat; saying no at work can make many of us tremble, but it's totally fine to use this two-letter word on the job. With taking a stand for yourself, you run the risk of being viewed as unlikeable, lazy, difficult, insubordinate and can possess the intense fear of getting fired, but accepting extra assignments with that busy schedule seems like calling out for disaster itself. Therefore, it becomes important to set confines at work not just to stay happy on the job, but a step towards self-care to ensure that you stay healthy, balanced, productive and fairly treated. Here are the areas that should be taken into consideration for caring about yourself and the people who are sick of listening to you complain about your packed schedule.

When Is It Ok To Say 'No' At Work

- **When something is out of your 'League'**
One should clearly say no if an assigned task doesn't fall under your job description. You can delegate the task to

another person who is more qualified. Sounds rude right! But a polite 'no' shows that one is committed to his or her responsibilities and values his or her time. One needs to prioritize and pay more attention to the tasks that need more thoughtfulness. Give a brief explanation that the task doesn't match your current priorities and sometimes you can suggest an alternative. At the end, be focused and accomplish what you have set.

- **When it doesn't match your goal**

Doing a task just because it will land you on promotion, partnership or appreciation can never be a great idea! Consider having limited time and resources that you need to invest in one ongoing project and at the same time a new proposal pops out, would you do that?

Take out your time and explain humbly about the situation; you are currently working on another, so you might not give the required efforts on the same. And remember we all know that honesty is the best policy.

- **When you regret that 'yes'**

If you are investing your efforts and time in a project and you find yourself questioning, you must re-think your decision. You don't have to agree with every decision made if it is not satisfactory. Always have the courage to stand out for yourself by raising your opinion and seek clarification if something is not clear.

just say no.

■ When it makes you feel uncomfortable

Trust your gut feelings when something just seems off. When you are trapped in a situation where a client or a customer asks you to meet a foggy demand someone manipulates you and asks you to do something that just makes you plain ol' uncomfortable, its ti9me you should stand firm in your beliefs and walk away from something that makes you incredibly uneasy.

■ Difficult clients

Sometimes dealing with a difficult client can eat your time and efforts completely and they may push you hard so hard to your limit such that they can make you emotionally drained and tensed!

Before encountering a client, do your proper research and if you think they are not the right match for you, don't be afraid to say no and recommend the client to someone else.

■ When your abilities are taken for granted Whenever you're feeling like your willingness to go the extra mile at work is being taken advantage of, it's definitely time to say no because your paychecks won't bear those signs of extra responsibilities.

How saying NO can be helpful

■ 25 Fastest Growing Supply Chain Management & Logistics Companies in India lets you focus on your time and efforts on your commitments and priority. You will find more comfort and satisfaction in your commitments if you are able to devote enough time to fewer tasks that grow you as a person.

■ To turn down a task or a job may be hard but having the ability to say no allows you to open up to new opportunities and enable you to exercise what you know fully.

■ It fine-tunes the drive and motivation to perform your roles, making you more innovative, productive and successful in your endeavors.

■ Doing a lot of work can make you depressed and can lead to stress-related illnesses. Having the ability to say no when you don't agree with a certain project will give you the freedom to say yes to opportunities that are within your passion, strength, and talent.





Vidya Priya Rao: the entrepreneur and the educator sermonizing design thinking and building a design-led innovation culture



Shweta Singh • Corporate Women

Vidya Priya Rao

Founder & Director, Innovatus Marketers Touch point LLP

The wide integration of markets all around the globe has ushered in golden age for entrepreneurship. What makes modern entrepreneurship very remarkable is that the entire landscape sees increasing participation from powerful and dynamic women entrepreneurs, who with their creativity, acumen, diligence and positivity are unlocking the chest of assets for their nation encouraging its economic growth and prosperity. Corporate Women recognizes **Vidya Priya Rao - Founder & Director of Innovatus Marketers Touch point LLP** as one of these gems shining in Indian entrepreneurial ecosystem. An executive, a certified marketing and a sales coach and soon to be a PhD, Vidya is one of those very few visionaries who could gauge the significance of Design Thinking as a concept in metamorphosing

enterprises and stimulate their growth in today's world that is *Volatile, Uncertain, Complex and Ambiguous*. At present, she is also engaged as a Visiting Faculty at N. L. Dalmia Institute of Management Studies and Research. She has been pursuing her Doctorate in Design Thinking from a leading state university.

Ambitious, Ambidextrous and Apprentice - the 3 As describe her best. An intellectual and a radical, Vidya keeps envisaging what could be done to make a better future for the world in context of current paradigm shifts. "I explore opportunities around me and then try best to leverage them. This involves looking at opportunities from diverse perspectives to arrive at the most appropriate area to work on. I am a goal oriented person. What I aim for drives me to keep my efforts devoted to do justice to whatever I am doing. To me, learning never ends. I personally feel there is something to learn and gain

from every experience. It reflects in our actions and influences our decisions. Especially for a leader, learning should be on the go as it empowers him/herself to get a deeper understanding of circumstances and develop better strategies as well as create more effective solutions. The apprentice in me always encourages me to be a better person and a better consultant."

Vidya is one of those free spirited women who love travelling; she is an avid photographer and enjoys a deep connection with nature. She loves such temporary escapes that give her some time to rendezvous herself and she really finds them a great source of soul revival. She says, "When was the last time you stopped and watched the sun come up, or go down and just think alone, without your phone ...". Though there have been many people who have inspired her time and again, her mother, Smt. Malati and late uncle, Shri Krishnakumar Thakur

have been the guiding stars who have chaperoned her through all phases of her life and would always keep inspiring her.

Her brainchild, Innovatus Marketer's Touch point LLP provides specialized consulting focused on digital transformation, design thinking and service design to drive sales and return on investment for an organization while ensuring superior customer experience for it. During a conversation with Corporate Women, Vidya speaks about the company, "We offer go-to-market and digital strategy consulting and help our clients rethink and redesign customer and employee value in the digital era. We offer design thinking workshops and consulting, tailored to enable, accelerate or transform our esteemed client's business. Once onboard with a project, our team stays laser-focused on the problem at hand and client's opportunity space; and optimizing process to make design thinking and service design principles accessible to the organizational workforce enabling them to achieve improved outcomes." The company's avant-garde approach towards catering to critical complexities faced by businesses and delivery of cutting edge solutions allows it to thrive as a part of niche leadership in the industry. Besides, Vidya's rich experience across a broad spectrum of industries equips her dynamic leadership with a prowess to generate sans pareil solutions for players from diverse industries. The core team brings together some of the best minds in terms of qualification as well as experience in marketing and sales domain; a fact which bespeaks peerless expertise in increasing conversion rates and maximizing overall productivity along with enhanced performance. In such a short span of its journey, the company has bagged a number of large as well as small projects handing over impressive results to every client.

Vidya got introduced to design thinking way back in 2007 when it wasn't introduced in India. During

one of her assignments, she experienced a brief yet deep learning curve for Design thinking. "There were innovation workshop for clients that would focus on chopping out a long term plan taking into account their business plans and chalk out how could we add more value to the offerings as a consulting and IT services provider. Design thinking principles were leveraged to produce innovative solutions that would capacitate clients to lead the market."

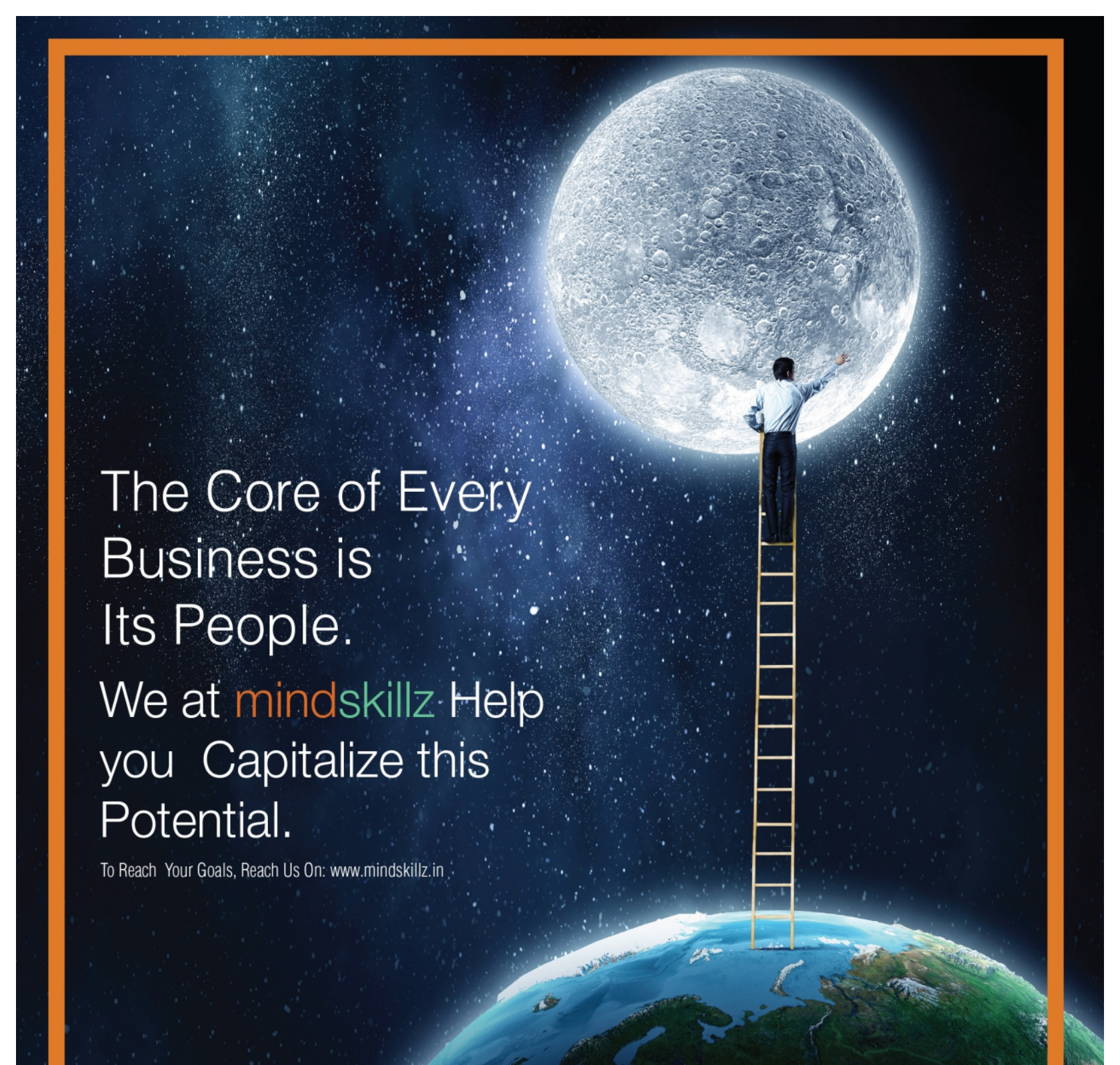
The expedience of the concept in the backdrop of fast paced growth of Indian economy interested her and sparked her passion for entrepreneurship. She says, "With rapidly advancing technologies disrupting business environments, organizations face several challenges across diverse functions. The rate of transition is so fierce that organizations which can catch pace with it would survive only. Businesses today are compelled to redesign, revamp and reshape their processes to stay ahead of the competition. In a digital era like this, buyer experiences a brand in a number of ways in their journey that encompasses product awareness, purchase, post purchase and evaluation. This has an immense significance in brand building and that is where design thinking has a significant role to play. Bringing in a touch of innovation to all facets of a business could make this interaction with its audience much better bringing to the table more meaningful products and services."

With Innovatus Marketer's Touch point, Vidya wanted to ignite a wave of transformation across organizations that would unlock their growth potential. However, deep insights into Indian market clearly revealed that the market wasn't ready for such inventive approach. Moreover, Vidya felt a dire need for ready tool for broad implementation of the concept to fast track results. She says, "Design thinking as a technique is generally used in bits and pieces with cross-functional teams working together to deal with a complication and come up

with proactive solutions." This lacuna got her working on building comprehensive approaches and soon she could create a methodology that is assured to fetch the best outcomes as it would help organizations expedite their growth embedding design into their disciplines. With diverse insights into crucial aspects, she presents before the clients best possible strategies to sustainable and profitable growth and convinces them to maneuver their decisions towards the right track.

The motive of creating value for clients keeps Vidya impassioned about achieving excellence. She has spearheaded a wonderful journey that has not only established a brand but also pioneered a groundbreaking service standing at the vanguard of innovation. What comes out as a great sense of achievement to her is that she is able to contribute to the benefit of the society doing what she is passionate about. To her, that's the best thing about being an entrepreneur. "How actively and practically I serve to address concerns of the people around me defines success to me", she says. According to her, the decision of pursuing doctorate in the field along with her entrepreneurial journey has been the best till now. Apprising us of the reason she briefs, "Whatever I've been learning as a researcher has helped me in a number of ways to stand out as a consulting firm with the value that we can offer to our clients."

Speaking about her vision for the company, she adds, "We have worked with proven models on multiple projects; have handled a variety of problem solving for businesses incorporating innovative techniques. Now, we are planning to take it to the next level carrying it to a larger audience in the country." The company's strategic roadmap includes promoting awareness of this concept to a lot more organizations and educating them about the wide array of benefits it has so that they can capitalize on all those opportunities that are missing out.



The Core of Every
Business is
Its People.

We at **mindskillz** Help
you Capitalize this
Potential.

To Reach Your Goals, Reach Us On: www.mindskillz.in

 Empower

 Elevate

 Innovate

 Partner

 Foster


mindskillz

One of the Top 10 Personality Development Institutes of India!

प्रतिनिधि मंथन

THERE IS A STORY BEHIND EVERY SUCCESSFUL STORY

FOR
REGULAR
NEWS
UPDATES

प्रतिनिधि मंथन

Watch Our
Latest Video
On Youtube

Scan for youtube channel



VISIT OUR WEBSITE:-

www.pratinidhimanthan.com

Scan for website



CONTACT US :-

editor@pratinidhimanthan.com

Call :- 011-4084-9595

FOOD AND DRINKS

Food and drinks are a physical manifestation of our relationship with the natural world. It is where culture and ecology intersect and can become even more important than language and geography. Food and drinks keep connecting myriad culture present across the globe and enrich the bond between numerous people.

Food and drinks make one feel good. Primarily, a person eats and drinks in order to survive but that doesn't mean they eat and drink without considering the taste; the ingredients and flavors surrounding the dish. It plays a significant role in our daily lives. We eat everyday not only because it is necessary for our body and mind but is more than nourishment.

Not a mere meal – a religious and emotional reaction!

Food shapes every society and its culture. What to eat and what not,

how to serve and eat each dish — all these cultural factors plays a crucial role in our life. Food can cause difficulties within a society and even create clashes between cultures, something this becomes more and more evident as people migrate around the world and insert themselves into new cultures while still trying to maintain the traditional eating habits that have shaped their lives. Food practices and preferences are largely imported and exported. Families move to different locations, carrying their food preferences with them. What they might also do is use their old recipes with new ingredients, or experiment with new recipes, incorporating ingredients to match their own tastes. For instance, the Italian, Mexican or Chinese food that we prepare or eat outside home usually doesn't give the real taste of the dish as it does in the country of its origin. We blend multiple styles and spices accordingly that best suits

our taste buds. People and food are mobile, attempts to characterize a country or people by what they eat are often inaccurate or tend to lump people into stereotypical groups.

There's a lot to be learned from someone's food and drink culture background. Understanding or respecting the origins behind a culture's eating and drinking habits can only benefit a multicultural society. Nevertheless, what is considered edible or even a delicacy in some parts of the world might be considered inedible in other parts. Although food is often selected with some attention to the physical need, the values or beliefs a society attaches to potential food items define how the families within a cultural group build their food habits. Both plant and animal sources, for example, contribute to meeting nutritional requirements for protein yet due to the symbolism attached to different protein sources;



their availability is not equal in every society. Even when the undesirable food shows its availability, they are unlikely to be eaten by people having a strong emotional reaction.

Among many, few food beliefs and practices are an outcome of religious beliefs. Many followers of Buddhism, Hinduism, and Jainism are vegetarians, in part, because of a doctrine of no injury or non-violence. Abstinence from eating meat in these traditions stems from the desire to avoid harming other living creatures. Despite religious food prescriptions, dietary practices vary widely even among those who tend to practice the same faith. Such variations are a consequence of national variations, branches or denominations of a religious group, and individuals' or families' own degree of belief or religious adherence.

Food becomes important when you become part of a Diaspora, separated from your mother culture. It's something that you're hopefully engaging in three times a day, and so there are more opportunities to connect to memory, family, and culture. Immigrants often use food as a means of retaining their cultural identity. The ingredients, methods of preparation,

preservation techniques, and types of drinks and food served at different meals vary among cultures which confirm food preferences as resulting in patterns of food choices. Even among people who share similar cultural backgrounds and some of the same food habits, eating patterns might not be identical.

Trendy Practice

Our country is home to zillion cafes, restaurant and food stalls business services, small or big, serving Indian and continental dishes. But the introduction of global foods and brands has compounded food as a status symbol. Now it's been modernized by having different western foods representing status. Eating, exchanging food, and taking pictures of them in urban places are all a way bringing people together. Even waiting in a queue has become a part of the event. People may scoff at the idea of waiting in a queue to eat in a trendy restaurant, parties, food festivals, religious places but wait with friends shapes one's experience eating with them. When it comes to food in the country, things have changed dramatically in the past few years.

Eating and drinking are a major social activity for friends and families. Get

together is no more about only meeting family and friends; now you meet to talk, to share, to discuss and most importantly to connect to each other. Food and drink play a pivotal role in this acting as a key component in letting people come closer. Gathering around the table is a way which connecting people and creating memories, prompting to speak one another about their multifarious experience.

Families vary from their own daily routines on holidays, when traveling, or when guests are present. However, in most parts of the world, food is associated with hospitality and expression of friendship. Therefore, sensitivity to food rules and customs is important in building and strengthening cross – cultural relationships.

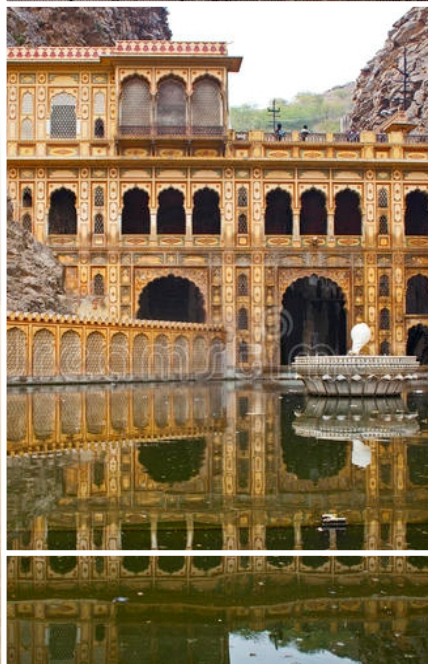
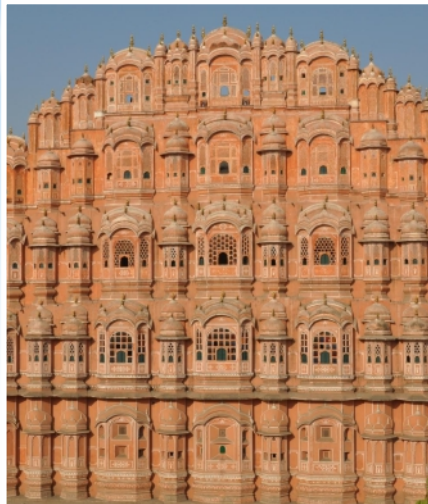
Food recipe has been one of the most popular topics to speak and discuss. It's a practice to keep people in touch. Therefore, we can see several books, articles and even television shows on diverse cuisines coming up every now and then. Competition to prepare and sell the food became more and more popular. Food is an art for cooks and the country takes pride in its own cuisines.

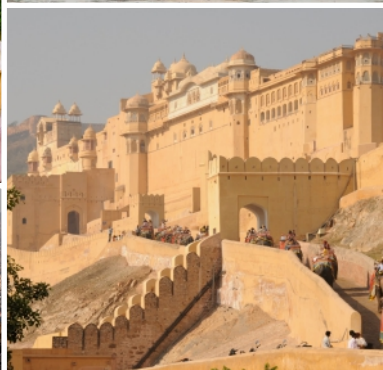


JAIPUR- A TRIP TO ADD SOME COLORS OF CULTURE IN YOUR BUCKET LIST

Away from the busy schedules, make a plan to explore the beautiful Pink City of India. Jaipur tour in this upcoming March will give you some cool breezes along with moderate sunlight and an amazing glimpse of the Elephant Festival. Translated into the City of Victory, Jaipur has always been one of the best and most-visited cities for the tourist in India. Jaipur is famous for its rich history, lavishly ornate palaces, stunning architecture and vibrant regal charm. This city has something magical in it, the magnificent palaces, thrilling camel/elephant rides, delectable food, spirited culture, there is a lot to explore. It is the first planned city of medieval India. You can never get tired of a long day trip, as there is a lot to make you feel amazed. The different shades of the city will definitely tinge you in its colors.

There are many places to visit in Jaipur. The Amer Fort of Jaipur is the best tourist attraction of Jaipur. Standing on the rocky hill of Cheel ka Teela (Hill of Eagles), this fort gives you an opportunity to explore the best. Chamber of a thousand mirrors and a delicate carving of Lord Ganesha is the central attraction of this fort. Other magnificent forts of this region are Nahargarh, Jaigarh, and Amber Palace. The old walled city with narrow lanes makes everyone feel amazed by its beautiful and stunning buildings and palaces like Hawa Mahal, City Palace, and the famous Jantar Mantar. Hawa Mahal is also known as the 'Palace of the Winds' and located in the heart of the Pink City. It is renowned for its amazing architecture and rich culture. Located in the center of the city, City





Palace is spread over a large area. It has a sequence garden, buildings, temple and museum to give a grand view of its rich history. The Jantar Mantar is a collection of nineteen architectural astronomical instruments and it is a UNESCO World Heritage Site.

Situated in the Ram Niwas Garden of Jaipur, the great Albert Museum is the oldest museum of Rajasthan. It is a hub of imparting knowledge on Indian History. The night tourism is even more astonishing as the entire building glows with the yellow lights. To let everyone go spellbound by its location, Jal Mahal (The Water Palace) increases the charm of the beautiful Sagar Lake. The light sand-colored stone wall of the Water Palace makes the sight serene and provides a piece to the mind. Other famous places to visit are Shahpura Haveli, Samoda Palace, Rambagh Palace and Bissau Palace. In order to make in the divine air, this city has some beautiful temples like Birla Mandir, Galtaji Temple, Shila Devi temple, Govind Devji Temple, Moti Dungri Temple, etc.

Jaipur is undoubtedly one of the most popular destinations for food lovers. The local cuisine of Jaipur city is the most famous which gives a traditional flavour. Some of the dishes which you can try include Bajre Ki Roti, Mirchi Bada, Gatte ki Sabji, Kadhi and Dal Bati Churma. The desserts are also very popular which include Ghevar, Choorma, Imarti, Moong Thal, etc. Lanes of Johri Bazaar is famous for exquisite and local street food. Along with the various magical colors of this city you can take some of the shopping items with you, it will add a plus in the memories you will make after this tour. Jaipur makes a huge option for shopping, sweets, snacks, colorful bangles, printed Saris, ornaments and jewellery, items for home decoration and many more.

The accommodation options in Jaipur are plenty. You can find a number of hotels that can match your budget. So, make a plan to Jaipur in this upcoming month of March and experience a sense of royalty.

C O R P O R A T E W O M E N

www.corporatewomen.in



SUBSCRIBE NOW

GIVE US A VISIT AT
thecorporatewomen.com

FOLLOW NOW





SMC Group offers services across brokerage (across the asset classes of equities (cash and derivatives), commodities and currency), investment banking, wealth management, distribution of third party financial products, research, financing, depository services, insurance broking and clearing services and real estate advisory services to corporate, institutional, high net worth individuals and other retail clients. We service our clients through a network of 70 branches including overseas office at Dubai and over 2,400 registered sub-brokers and authorized persons with a PAN-India presence.



Building Wealth,
Enriching Lives...

SMC Advantages

- | | |
|--|---------------------------------|
| 1 A wide range of investment solutions | 2 Personalized solutions |
| 3 Research support and timely advice | 4 Pan India Network |
| 5 Honest, transparent and fair dealings | |

Call us at
011 66651099

CREATING SUSTAINABLE SOLUTIONS
"FARM TO E-TABLE"



It means a lot to us and our farmers!

If you would like to know more or partner with us, write to us at enquiry@wellgolife.com



REGISTERED OFFICE

Wellgo Life Farms (India) Pvt. Ltd.
Plot No.18, Bhuvaneshwari Nagar, Mambakkam Main Road,
Sithalapakkam, Chennai - 600 126, Tamil Nadu State, India.
Email: enquiry@wellgolife.com | www.wellgolife.com

Organic Products Available:

