

# Indianpreneur

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BHALCHANDRA

AMITA B  
DAVE

DIVYA  
MUNOT

DR AKRUTI  
M DAVE

KALYANI  
PARDESHI

KALAIVANI  
CHITTARANJAN

BINDU  
CHINTHA

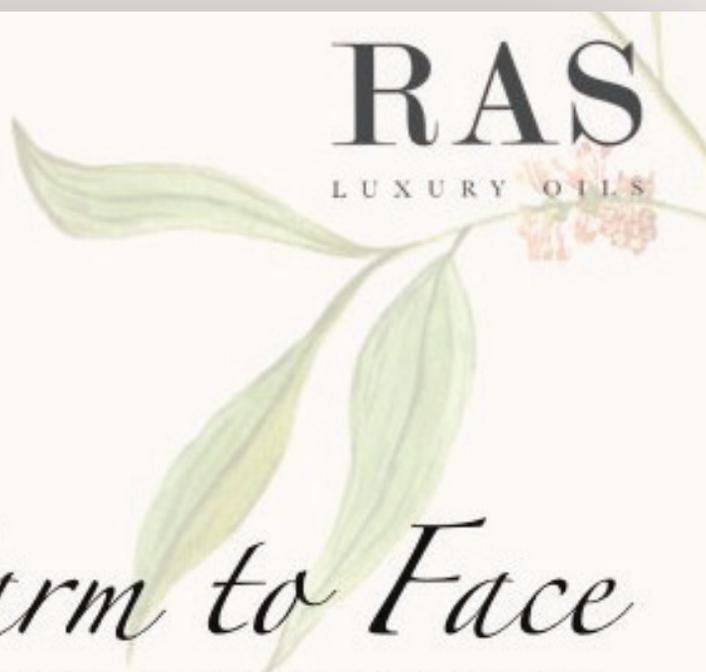
## INFLUENTIAL **Women** Indianpreneurs

TO WATCH WORLDWIDE 2023

MAR-APR 2023







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## INFLUENTIAL WOMEN INDIANPRENEURS TO WATCH WORLDWIDE 2023

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## INDIAN WOMEN LEADERSHIP - FROM LOCAL TO GLOBAL

**W**hen Women want to create an empire or a business world, there are a lot of challenges they have to face. In this 21st century, women are breaking all the stereotypes, whether starting a business, running it successfully, being a mompreneur, or expanding it globally. In this Issue we are showcasing some of the empowering Influential Women Indianpreneurs from worldwide who are running the business successfully. This issue showcases their entrepreneurial journey, challenges, road map, business expansion and many more.

For Indian women it's a bit difficult but bold to create a history, which they are making and are now the torch-bearers of the new-era business world. They are already creating their own space and opportunity in this C-Level profession. To honor the contributions of these women Indianpreneurs, we bring you the women special edition – Influential Women Indianpreneurs to Watch Worldwide.

In this current edition of Indianpreneur magazine, we bring you to the story of few such Indian women leaders from worldwide, who are inspiring and influencing other women in their leadership journey and making a positive shift.





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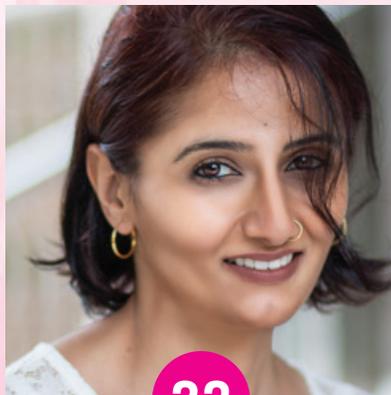
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LEZ VEZ!  
Plant Based  
Popz

LEZ VEZ!  
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Pattiez

LEZ VEZ!  
Plant Based  
Keemah

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Nuggetz

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Pattiez

LEZ VEZ!  
Plant Based  
Sausez

LEZ VEZ!  
Plant Based  
Kebabz

# INFLUENTIAL WOMEN INDIANPRENEURS TO WATCH WORLDWIDE 2023



**Mrs. Amita B Dave**

Founder

**Stavya Spine Hospital and  
Research Institute**

[stavyaspine.com](http://stavyaspine.com)

Ahmedabad, Gujarat, India

Amita Dave holds an MBA in hospital management, a Visharad in music, and a master's degree in commerce. Back in 1997, she worked alongside Dr. B R Dave in the accounts section of their clinic at the White House. She is the CEO & MD of The Stavya Spine Hospital & Research Institute.



**Dr. Akruti M Dave**

Founder

**TBTM (The Body and The Mind)**  
[stavyaspine.com](http://stavyaspine.com)

Ahmedabad, Gujarat, India

Dr Akruti M Dave is the founder of TBTM (The Body and The Mind) and is an aspiring neurodiagnostic expert. She joined the Stavya family in 2018, following in their mission of providing effective spine care solutions.



**Bindu Chintha**  
Product Manager

**CGI**  
[cgi.com/en](http://cgi.com/en)  
Montreal, Quebec, Canada

Bindu Chintha is a certified Project Management Professional (PMP) and certified Scrum Professional-Scrum Master (CSP-SM) who has been working in the fields of technology and leadership for over 20 years. She is a TEDx Speaker, John Maxwell Certified Speaker, Trainer, Coach.



**Divya Munot**  
Co-Founder & Director

**Machau Bamboo Products Pvt Ltd.**  
[bamboostan.com](http://bamboostan.com)  
Guwahati, Assam, India

Divya Munot is co-founder of Machau Bamboo Products Pvt Ltd. She had also worked with her husband Siddharth Munot at Bewakoof, where the former was a co-founder.



**Geetha Kirupakaran**  
Director & Executive  
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**Kalaivani Chittaranjan**  
Founder & CEO

**Mintbook**  
[mintbook.com](http://mintbook.com)  
Bangalore, India | USA | Kenya

Kalaivani Chittaranjan, a.k.a. Vani, is the founder and CEO of Mintbook, an educational technology platform for institutions and corporates. She has over 25 years of leadership experience in technology (PKI, mobile wallets, blockchain, semantics) and the oil industry.



**Kalyani Pardeshi**  
Founder

**Kalyani Speaks**  
[kalyanispeaks.com](http://kalyanispeaks.com)  
Canada

Kalyani Pardeshi is a multiple award-winning author, certified Flowcess® trainer and a Level 4 certified Quantum Human Design Specialist. Her self-published book titled "Unbullied - 14 Techniques to Silence the Critics, Externally and Internally", has received international recognition, including, The Skipping Stones Honour Award, The Book Excellence Finalist Award and The Maincrest Media Winner's Award



**Vaijayanti Bhalchandra**  
Co-Founder & CTO

**YLG Salon & YLG Institut**  
[ylgindia.com](http://ylgindia.com)  
Bangalore, India

Vaijayanti Bhalchandra is the co-founder of the Bangalore based YLG (You Look Great!) Salons, which operates over 50 salons and is Bangalore's favourite salon chain & has been bestowed with many awards, latest being Entrepreneur of the Year – at the MSME India Business awards by National Small Industries Corporation (NSIC), and the prestigious 'Mahatma Gandhi Samman' at the Global Achievers Conclave at Westminster Palace, UK Parliament, London in 2018.



## Mrs. AMITA B DAVE

Founder,  
Stavya Spine Hospital and Research Institute



[stavyaspine.com](http://stavyaspine.com)

**A**mita Dave holds an MBA in hospital management, a Visharad in music, and a master's degree in commerce. Back in 1997, she worked alongside Dr. B R Dave in the accounts section of their clinic at the White House, Panchavati. Soon after, she and her husband founded The Stavva Spine Hospital & Research Institute, which continues to grow and achieve new milestones by the day. As the hospital's managing director and CEO, Amita brings her knowledge and experience of human values to the forefront while interacting with the staff and patients within the institute.

She extends her humanitarian aid to provide support and long-term assistance to the community. Next on her list is to be closely involved in the institute's educational programs and actively participate in spreading awareness and prevention of Osteoporosis.

What's more? Aside from helping people in need, Amita has a passion for Indian classical music and has received formal education in vocal music. She and her team of dancers have bagged several awards for their Garba (Indian folk dance) performances. Furthermore, Amita is known to orchestrate all the cultural activities in Stavva.

### **1. Tell us about your entrepreneurial journey (personal & professional) and when you got started on it.**

Let me start from the beginning. I was born in a village in a town called Rajpipla. My mother passed away when I was in my 10th std. I took up the responsibility of managing my family and career since then. Despite balancing the two, I won multiple awards for academic and non-academic events during my school and college life. I was one of the most studious in

class and a role model for many. Fast-forward to 2004, I have been managing Stavva Spine Hospital since its inception. From a 15-bed nursing home steadily increasing to 40 and now building 100 bedded hospital in the heart of the city, Stavva Spine Hospital and Research Institute has made a name for itself as one of the super speciality institute for spine care.

### **2. As a woman, have you faced any challenges starting/ running a business?**

As women leaders, people, especially men, tend to take us less seriously. In many instances, I had given excellent advice, but people wouldn't accept my thoughts.

Now that I am leading one of the world's most advanced spine care centers, I am taken very seriously and have become a mentor to many upcoming talents.

Running a successful business is not child's play. It involves giving your life to the cause. In sickness or depression, leaders need to find composure and perform our best.

▶ **Educational Qualifications:** M.Com, MBA, Sangeet Visharad

▶ **Awards or recognitions received:** Many awards for spine care and management

▶ **10. Most Loved:** Book – Inner Engineering (Sadhguru)

▶ **Holiday Destination -** London

**Hobby –** Music (Vocals)

▶ **Role Model –** My Father (Jayantibhai Pathak), My Husband (Bharat Dave)

**3. What services do you offer your patients?  
Kindly elaborate.**

Our institute is a leading spine surgical center in India. We are pioneers in navigating spine surgery and impart training to surgeons globally. Our team of surgeons include some of the most experienced to the youngest. Equipped with state-of-the-art technologies in the field, we are the only hospital in Asia with three Integrated Operation Theatre Spine Suites, highly advanced Operating Rooms with Navigation, Intraoperative CT Scans, Bone Scalpels, Neuromonitoring and much more. We treat around 18,000 new spine patients and manage 1800 spine surgeries yearly.

**4. What is the future plan of your business?**

We are in the process of building a 100 bedded exclusive spine care institute equipped with the latest technology in the field. We are driven to provide the highest quality healthcare with the best surgeons and technology combined. Our affordable healthcare model has always worked and will continue to help those in need. We have achieved many milestones and are on the quest to achieve more. Our new institute will soon become one of the most advanced exclusive spine care institute in India.

**5. According to you, what is the advancement in the industry in terms of technology? Do you think adapting to these advanced technologies has brought you to an elite position?**

We are constantly adapting to the latest technology in this field. Our focus has never been ROI; we strive for excellence in surgical care.

Allow me to describe a few of our technological enhancements:

The navigation and intraoperative CT scan are 1000 kg machines in the operating room that give the surgeons 3D pictures of screw trajectories. Compared to healthcare standards across the globe, which suggest 10 to 20 percent screw misplacements, these machines have brought screw misplacement complications to almost zero at our institute.

Our Neuromonitoring integration with the OR technology has made detecting nervous signals easy during surgeries. With the help of advanced technologies, we were able to perform a few of the most complex surgeries. It has helped us reach new heights in complicated spine cases.

**6. Please attach an open message to Indian women entrepreneurs who are working hard towards making it big in this competitive world.**



Equipped with state-of-the-art technologies in the field, we are the only hospital in Asia with three Integrated Operation Theatre Spine Suites, highly advanced Operating Rooms with Navigation, Intraoperative CT Scans, Bone Scalpels, Neuromonitoring and much more. We treat around 18,000 new spine patients and manage 1800 spine surgeries yearly



Indian women can become great leaders and managers as they are strong, smart, and respectable. Women do not get the opportunity to discover their talents until it's too late. Therefore, I would request women to not hesitate in exploring their talents. The Indian government has taken many steps to support startups. Every Indian female, young or old, should lead the family and build the unthinkable.

### **7. Why is there less contribution of women entrepreneurship in India? What's your viewpoint?**

Through culture and tradition, Indian society has long been patriarchal. However, in today's day and age, we can steadily see a rise in gender

equality. Our way of fighting for women's rights is to start performing to the best of our capabilities. Like men, we deserve the same opportunity and respect.

### **8. In India, there is a wave of startups. The percentage of women startups in India is low (Women comprise only 13.76% of the total entrepreneurs in India, according to the Ministry of Statistics). According to you, what challenges are they facing?**

The only thing coming in between women and their startup story is themselves! If your external atmosphere doesn't support you, do not hesitate to change it. It is time for the new-age women of India to rise and shine.



## Dr Akruti M Dave

Founder  
TBTM (The Body and The Mind)



[stavyaspine.com/](http://stavyaspine.com/)

**D**r Akruti M Dave is the founder of TBTM (The Body and The Mind) and is an aspiring neurodiagnostic expert. She joined the Stavva family in 2018, following in their mission of providing effective spine care solutions. On completing her physiotherapy training, she tirelessly worked towards strengthening the non-operative and conservative treatment of spinal disorders at Stavva. As a CAHO (Consortium of Accredited Healthcare Organisations) member, she is involved in hospital management. She applies herself to understanding neuromonitoring to carry out safe spine surgery while being a part of the surgeons' team.

Dr Akruti is committed to helping people in all stages of life. From children suffering from developmental problems to adults and the elderly affected by or recovering from injuries and movement disorders, she caters to all.

### **1. Tell us about your entrepreneurial journey (personal & professional) and when did you get started on it.**

I come from a family of lawyers. And am married to a family of doctors. I have seen the best of both worlds. The time spent in school and college was challenging to say the least and an uncanny phase of my life.

Although I've been faced with many failures in various junctures, my life changed for the better on joining Stavva Spine. There was no looking back! Fast forward to the present, I now own a lifestyle modification centre. I am a spine physiotherapist, neurophysiologist, EMG-NCV specialist, a spine associate and a manager. That said, my journey has not been an easy one but it certainly feels like a dream.

- ▶ **Educational Qualifications:** MPT (Musculoskeletal & Sports)
- ▶ **Book:** Inner Engineering (Sadhguru)
- ▶ **Holiday Destination:** Maldives
- ▶ **Hobby:** My work is my hobby
- ▶ **Role Model:** My Husband (Mirant Dave)

My typical day starts at 6:00 AM with neuromonitoring in the operating room. I wrap up by 11 or 12, and then carry out my outpatient work. I counsel a number of spine patients during my OPD hours and at the stroke of 3:00, I run special tests on patients at my EMG-NCV clinic.

As the evening comes along, I shift my focus on my Lifestyle Modification Center and clock out around 10:00 PM, returning home to my family.

### **2. From a woman's point of view, have you faced any challenges starting/ running a business.**

I have faced many obstacles but not as a woman, but as an entrepreneur. This notion of men vs women is foreign to me. I have always been supported by my husband, and family.

### **3. What services do you offer your customers/ patients? Care to elaborate?**

At Lifestyle Modification Center, we offer conservative care for patients in need of spine treatment.

We aid in providing preventive measures for spinal diseases and carry out various treatments

for spinal ailments without the need for surgery. My centre is tied to Stavva Spine Hospital, a globally recognized institute with many accreditations from AO Spine.

#### 4. What is the future plan of your business?

We plan to expand the institute by bringing preventive, conservative and surgical care for the spine all under one roof. With state-of-the-art technology and a team of highly qualified and experienced doctors, we are steadily moving towards fulfilling our goal.

#### 5. According to you, what is the advancement in this industry in terms of technology? Do you think adapting to these technologies has brought you to an elite position?

Technological advances in preventive care have enabled us to promote ergonomic-lifestyle modification practices at our centre. Our conservative care is given to 90% of our outpatients, and 10% are advised for surgery.

Furthermore, our Neuro-diagnostic integration with OR technology has given us the power to operate and diagnose various spine-related conditions.

#### 6. Please attach an open message to all Indian women entrepreneurs working hard towards making it big in this competitive world.

Let us continue to work hard to achieve more and learn more. We Indians have the power to conquer the world. As women, let us be the light bearers in taking India to the next level.

#### 7. Why is there less contribution of women entrepreneurship in India. What is your viewpoint?

India is referred to as Bharat Mata. Women have

never been looked upon as inferiors to men. I believe Indian women are smart and intelligent; we can achieve anything when we set our minds to it.



We aid in providing preventive measures for spinal diseases and carry out various treatments for spinal ailments without the need for surgery. My centre is tied to Stavva Spine Hospital, a globally recognized institute with many accreditations from AO Spine

#### 8. In India, there is a wave of startups. The percentage of women startups in India is low (Women-led startups comprise only 13.76% of the total entrepreneurs in India as per the Ministry of Statistics). What according to you are some of the challenges they face?

The cultural Indian family bonding has its share of strengths and weaknesses. While many have a support system, others have to create their own in order to make their dreams a reality. It's easier to have a support system that is favourable. Many times, the support that we receive often nudges us to create wonders in life.



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## Bindu Chintha

Product Manager

**CGI**

[cgi.com/en](https://cgi.com/en)

**B**indu Chintha is a certified Project Management Professional (PMP) and certified Scrum Professional-Scrum Master (CSP-SM) who has been working in the fields of technology and leadership for over 20 years.

Her qualification does not end there! Bindu holds a master's degree in Psychology and is currently pursuing a PhD in Yoga & Spiritual Science. As a certified Yoga teacher and Mindfulness trainer, she's been teaching yoga and conducting Mindfulness workshops for 10 years and more.

What's more? Bindu has graced several stages across the globe as a speaker. She's not only a TEDx speaker but also a John Maxwell Certified speaker, trainer and coach. Bindu's inspiring talks has led to bringing out her signature Podcast show – Inspire & Empower!

With a passion for self-growth, she strives to bring concepts of Emotional Intelligence, Mindful Leadership and Positive Psychology through her seminars, workshops, and keynote speeches.

Additionally, Bindu has been a passionate member of Toastmasters and has acquired a Distinguished Toastmasters award (DTM). Her dedication to Toastmasters Education Program is visibly seen in her youth leadership programs. She also chartered the first-ever Toastmasters Gavel Club in her community.

Merging her two passions - public speaking and yoga, she brought forward a unique club, 'Mindful Masters', which focuses on discussions about meditation and mindfulness. That said, Bindu has been instrumental in starting three new Toastmasters clubs for adults in her community, for the spiritual community she is a part of, and one at her workplace.

Aside from her ambitious streak, her much-loved hobby is running.

She is a 10-time marathon runner and has participated in several iconic marathons, including Boston, Chicago, New York, and London! Moreover, Bindu holds a Guinness World Record Title for participating in the record-breaking event of the Virtual London Marathon.

- ▶ **Educational Qualifications:** Bachelor of Engineering (Computers), Master's of Science (Psychology), Currently perusing PhD (Yoga & Spiritual Science)
- ▶ **Awards or recognitions received (if any):** TEDx Speaker, John Maxwell Certified Speaker, Trainer, Coach.
- ▶ Guinness world Record holder as a 10-time Marathon Runner

### **1. Tell us about your (personal & professional) entrepreneurial journey and when you got started on it.**

My grandfather had lost his father at a very young age. His mother brought him to live with his uncle in a rural town that didn't have schools. His uncle had a family business and told my grandfather that he could join him once he grew up. However, my grandfather didn't want to become a burden; he also wanted to study and have a job.

When he was around 12, he wrote a note, took some money, left his home, moved to a distant city, and began studying. After getting a high school diploma, he joined as an associate in a government job. With hard work and dedication, he slowly grew in the company and retired as a Superintendent equal to the Senior

VP position. His whole life story – from starting at such a young age and leaving the comforts of his family behind to raising a family of six children while not depending on anyone, inspires me beyond words. Knowing this helped me become courageous in overcoming any obstacles that stood in my way of achieving my goal.

- ▶ **Book:** The Success Principles by Jack Canfield
- ▶ **Holiday Destination:** Hawaii
- ▶ **Hobby:** Running
- ▶ **Role Model:** Joel Osteen!

My father is the fourth of nine siblings. In his family, everyone was a farmer who managed their fields. When my father was young, he had health issues and could not attend school. Due to his frail health, he wasn't encouraged to go to school. Regardless, he was keen on studying, even when there were no schools in his town.

He would walk, ride his bicycle, or take any transportation available to travel 10 kilometres to a nearby school in another town. No lunch was packed or prepared in the early morning hours. His mother used to send lunch on the afternoon bus to school. Sometimes the bus would arrive late, or there were some instances they forgot to send it at all.

These obstacles didn't hinder his determination to complete his degree. On completing his education, he moved to a different state to work and eventually retired as an all-India head of his department. As his eldest daughter, I learned to be determined and keep my eye on the goal despite challenges.

That said, my grandfather and father are two of the most influential people in my life. Their hardship and success have taught me that

education is important among many others. With that, you will not only serve your own family, but society as well.

I'm proud to share that I'm the first girl in the entire generation of my family who completed her bachelor's degree in computer science. My grandfather went to work in a different city. My dad went to another state, and I moved to a new country for work.



Merging her two passions - public speaking and yoga, she brought forward a unique club, 'Mindful Masters', which focuses on discussions about meditation and mindfulness

## **2. Please attach an open message to all Indian women entrepreneurs who are working towards making it in this competitive world.**

Focus on the Positive!

We are what we think, and our world is the fruit of our thoughts. Reality is nothing more than a projection of everything that goes through your mind. According to the Law of Attraction, what we pay attention to, grows. Thus, if we focus on positive things, we will flourish.

I encourage you to work toward a positive lifestyle as it changes lives. Each day you wake up, you can decide how your day will go. Living this way led me to my purpose and made each achievement possible. When you focus on the positive, you move toward what you want.



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National Grid, that owns and operates an array of electricity transmission and gas distribution operations across the UK, wanted to sell four of its gas distribution networks. Timely delivery of quality data was the most crucial aspect of the separation process. As one of the world's fastest growing technology and business solutions providers, Tata Consultancy Services (TCS) managed this complex data migration process by adapting to the varied technology landscape and extraction schedule of each buyer. TCS also worked with other vendors and built a common migration platform which reduced costs and simplified the process. And of course, enabled National Grid to experience certainty.

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## Divya Munot

Co-Founder & Director  
Machau Bamboo Products Pvt. Ltd.



**Bamboostan**

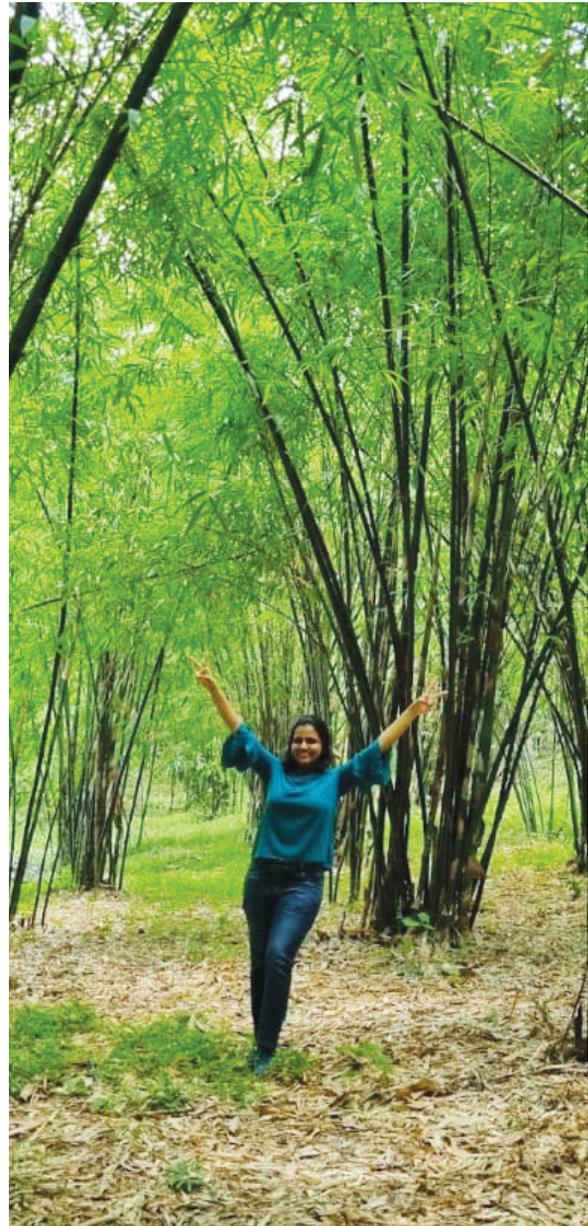
[www.bamboostan.com](http://www.bamboostan.com)

**Tell us about your entrepreneurial journey (personal & professional) and when you got started on it.**

Hi, my name is Divya. I was born and raised in a business family in Nasik. Unlike some Indian families, my sister and I didn't face any type of prejudice based on our gender; rather our upbringing was received with full care and support to help us explore and reach our full potential. From a very early age, I had the opportunity to visit the factories owned by my family and was keen on learning the ropes of the business. On completing my 12th board, I took up multiple courses to learn the various aspects of the business.

Having the exposure early on in my childhood, certainly made my MBA course all the more enjoyable. Fast forward to the end of my engineering and Post grad, I joined my family business as the third generation and worked there for 3-4 years in various roles. Despite working in a family business, I had to earn my way to the top, from an executive (entry-level position) to a managerial position in the organization. In 2016, I tied the knot with Siddharth Munot, a co-founder at Bewakoof.com, a 5-year-old company at the time and steadily growing. I soon joined Bewakoof a month into my marriage and it was a whole new ball game, to say the least. There was definitely a sharp distinction between working in a 30-year-old organization to being a part of the zero-to-one journey of a company. However, the move opened my eyes to newer and more exciting opportunities as I learned more about myself, my talents, and my growing interest in entrepreneurship.

Working with my husband gave me a view of what it is like to be the founder. That insight alone was enough to start me on my journey.



► **Educational Qualifications:**

BE ExTC from KKWIEER Nasik,  
Post Grad in Family Managed Business from  
SPJIMR Mumbai, Family Business – Bedmutha  
Industries Ltd, Nasik (Leading Manufacturers of  
Steel wires and its products)

► **Awards or recognitions received:**

Zonal Basketball Player

After putting three years into Bewakoof, I left in Jan 2020 and started my own venture called 'Machau Bamboo Products Pvt. Ltd' with my husband, Siddharth.

### As a woman, have you faced any challenges starting or running a business?

Yes, there are a number of challenges when starting a business but many obstacles are irrespective of gender. However, one specific

- ▶ **Favorite book:** The Psychology of Money: Timeless Lessons on Wealth, Greed, and Happiness by Morgan Housel
- ▶ **Holiday Destination:** Anywhere with loved ones
- ▶ **Hobby:** Sports, Dance, and Music



The Full interior is done using engineered bamboo strip boards

gender-biased challenge which I faced was that some men don't feel too comfortable doing business with a woman. I've noticed, the same task or deal takes longer to finalize. Regardless, I feel nothing should stop any woman from attaining their goals; All entrepreneurs should be go-getters.

### Can you elaborate on what is it that you offer your customers?

The name of my business is called 'BAMBOOSTAN', meaning land of everything Bamboo.

Bamboostan aims to become an ecosystem builder in the bamboo sector in India. In other words, individually or collectively as an organization, we work to create and develop a supportive environment for the Bamboo Sector. The role of an ecosystem builder is to bring together all the key stakeholders in the industry, this includes producers, buyers, investors, government agencies, and others, as well as provide them with the resources and support they need to succeed. The goal is to create a



Bamboo boards are used in structural, architectural, home appliances and other utilities across industries



Our vision for Bamboostan is to bring a positive impact by lowering carbon in atmosphere and helping in solving the Climate Change problem (bamboo is an excellent carbon sink) while increasing the standard of living among farmers and reducing village manpower displacement by generating lakhs of employment opportunities in all parts of the country

sustainable and thriving sector that benefits all.

Bamboostan caters to the needs of all participants in the bamboo value chain, namely, farmers who work tirelessly in bamboo plantations, processors who carry out manufacturing operations, and sellers who make bamboo products available in the market for end users. Additionally, we work towards spreading awareness about the benefits of using bamboo products.

The offerings of customer segments are mentioned in the ‘Bamboostan Building

Bamboo Sector Ecosystem’. That being said, if you are interested in the Bamboo Sector and wish to be a part of it, come to Bamboostan and we will show you the way.

### What is the future plan of your business?

The bamboo sector has a promising future as ‘green practices and sustainability’ is reaching new heights. Our vision for Bamboostan is to bring a positive impact by lowering carbon in the atmosphere and helping in solving the Climate Change problem (bamboo is an excellent



Bamboostan aims to become an ecosystem builder in the bamboo sector in India. In other words, individually or collectively as an organization, we work to create and develop a supportive environment for the Bamboo Sector

carbon sink) while increasing the standard of living among farmers and reducing village manpower displacement by generating lakhs of employment opportunities in all parts of the country.

**What according to you is the advancement in this industry in terms of technology? Do you think adapting to advanced technologies has brought you to this elite position?**

In this day and age, it is impossible for any industry to shy away from technology. You either adapt to it or get left behind. My Industry is no exception to this. With the Bamboo sector being relatively new in India, we first had to start by adopting base-level technology and with time, eventually switched to state-of-the-art technology. The availability of advanced technology such as drones, machine automation, AI, ML, robotics, and others will definitely give anyone a head start.

**Please attach an open message to all Indian women entrepreneurs who are working hard towards making it big in this competitive world.**

Let's not be satisfied by being great "Women entrepreneurs", let's work in a way where there is no classification called "Women entrepreneurs". "All entrepreneurs are entrepreneurs". I want to be in a business world where men and women are equal.

**For many women their career clock and the biological clock get clashed. Meaning the time of reaching the peak in their profession is often the same time when they have to get married or have children.**

This additional responsibility falls on her which increases the chances of slowing her down as compared to their male counterparts in the professional world. However, I strongly feel that even though this may be the case, the newer generation of men is far more understanding and supportive of their partner's career.



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## Kalaivani Chittaranjan

Founder & CEO, Mintbook



[mintbook.com](https://mintbook.com)

**K**alaivani Chittaranjan, a.k.a. Vani, is the founder and CEO of Mintbook, an educational technology platform for institutions and corporates. Kalaivani has over 25 years of leadership experience in technology (PKI, mobile wallets, blockchain, semantics) and the oil industry. She was associated with EdTech for the last eight years; before which, she was MD & CEO of eMudhra Limited and involved with Public Key Infrastructure (PKI) & Digital Signature business and Fintech consumer solutions.

Kalaivani holds several professional qualifications including Chartered Accountancy, Cost Accountancy, Certified Information Systems Auditor (CISA, USA) and Certified Internal Auditor (CIA, USA). She is an alumnus of the Indian Institute of Management (Bangalore) and was also part of international business expeditions.

That said, Kalaivani's hard work doesn't fall short. She was recognized as 'Women Entrepreneur' (2016) by eMERG, awarded 'Startup of the Year' (2018) by MEITY (GOI), noted as 'Women in Technology' by Indo-US Science and Technology Forum and presented in TiE, Silicon Valley, USA.

### 1. What do you offer your customers?

#### Kindly elaborate

Established in 2013 in Bangalore, Mintbook has ventured to India, the USA, Canada and Kenya. It provides a Unified Learning Platform to educational institutions and corporates to ensure they manage their e-learning holistically, such as courses, digital library, and training. Within the last nine years, the Mintbook brand has earned a name in digital learning. With over 250+ educational institutions, 40+ enterprise clients, 1500+ Community Libraries and 30

#### ► Educational Qualifications:

Chartered Accountant, Cost Accountant, CISA, USA, CIA, USA, EGMP (IIM-B)

#### ► Awards or recognitions received):

- Women in Technology, Indo-US Science & Technology Forum

- Women Startup of the year, eMERG

- Startup of the year, MEITY

million+ end users, this thriving platform is secured, stable and scalable for SaaS delivery models.

Mintbook enables millennials to learn in an engaged, gamified, self-regulated, exploratory, and interactive manner (medium) by providing access to curriculum-mapped, personalized learning outcomes driven by digital content (media) in an integrated learning platform. Having over 100+ partnerships with reputed publishers' digital rights, Mintbook Digital Library holds one aamil+ collection in 10 regional languages (including English & Hindi), curated for each segment and targeted learners. The Unified Learning Platform allows the creation of courses and managing the training schedules to ensure the organization has a holistic knowledge and training management system in place.



Mintbook 2.0 aims at moving into edutainment and immersive learning experiences in the metaverse platform



Furthermore, Mintbook carries out large-scale projects for the Government of Karnataka and Gujarat, the National Aids Control Organization (NACO), the Geological Survey of India (GSI), Canara Bank, the State Department of Public Libraries and multiple cities in India and educational institutions. The brand is recommended for all technical universities. Also, it is empanelled in NEAT (National Education Alliance for Technology) by AICTE (All India Council for Technical Education), the governing body for Engineering Universities in India.

Kalaivani holds a patent in IoT technology-based Digital Learning Device for a private network to learn or for under-connected regions (MBOX). It is the solution for digital transformation in education in remote and tribal areas, such as rural schools, garment factories and grama panchayat libraries. Additionally, Mintbook has received multiple awards, including Smart Villages, Startup India, Indo-US Science & Technology Forum (USSTF), Ministry of Electronics and Information

Technology, and the Government of India, among many others.

## 2. What is the future plan of your business?

Mintbook 2.0 aims at moving into edutainment and immersive learning experiences in the metaverse platform. Considering the need for experience, engagement and self-efficacy of learners, the proposed platform uses a technology framework that allows continuous interaction. What's more? Mintbook is planning to expand its operations in North America and Africa regions.

## 3. According to you, what is the advancement in this industry in terms of technology? Do you think adoption of such advanced technologies has brought you to an elite position?

Innovation and technology advancement is a continuous phenomenon of human evolution. We are at the cusp of a high level of human-

machine convergence, and knowledge and learning is critical to harness and grow one's skills. Hence, any technology advancement that can elevate the human capital will drive an exponential growth for society and country. For India, digital inclusivity in education and learning is key for the next decade's growth potential. Needless to say, Mintbook had invested in digital inclusivity innovation for rural and BTL population; it is the result of investment in various collaboration with state governments, rotary international, clothing brands and NGOs. We are able to provide digital learning opportunity to millions of children, women and youth in villages, garment

- ▶ **Book:** Turn the Ship Around
- ▶ **Holiday Destination:** Kashmir
- ▶ **Hobby:** Watching documentaries
- ▶ **Role Model:** Kiran Mazumdar-Shaw

factories, government schools, tribal areas and more. I strongly believe in that saying, 'what is technology if it cannot provide the knowledge of human race to the common man in a remote village in India'; this is a grass root innovation in inclusive education.

Furthermore, the team's experience in getting the pulse of the learners and continuously adapting the product to accommodate the needs has paved the way for metaverse in e-learning for Mintbook. It will be a game changer in the

history of e-learning for institutions and players in the education industry, putting Mintbook on the map of EdTech innovation.

#### **4. Please attach an open message to all Indian women entrepreneurs who are working towards making it in this competitive world.**

Persistence and sustenance is the key! You have a dream, and only you can make it happen, so never quit the chase. Believe that the competition is with yourself, and you don't have to compare with others. Nothing is easy, and only challenges bring success and agility in oneself. Challenges are not failures. Most women wear multiple hats and own the responsibility of motherhood and family at the peak of their careers. However, she cannot do it all by herself and needs the support of family and friends. Therefore, she should work out a functioning system with her family members, sharing her responsibilities so that she can chase her dreams.

#### **5. Why is there less contribution of women entrepreneurship in India? What's your view point?**

Women are designed to protect their families with stability and prosperity; This holds her down, preventing her from taking risks and plunging into entrepreneurship. Startups and entrepreneurship are building the future fabric of our society with innovative technologies and impacts. It is crucial for women to contribute to building this fabric for all of us. Recently, many initiatives have been taken by the government, consortiums and venture capital to boost women's entrepreneurship in India and globally. I find that more women-led startups emerging as unicorns and role models for other girls will change the ratio and fuel the aspirations of many women.



## Kalyani Pardeshi

Founder,  
Kalyani Speaks

KALYANI *speaks*

[kalyanispeaks.com](http://kalyanispeaks.com)

**K**alyani Pardeshi is a multiple award-winning author, certified Flowcess® trainer and a Level 4 certified Quantum Human Design Specialist. As an advocate against bullying, she teaches anti-bullying techniques based on the science of how the human brains work, focusing on the intangible causes of bullying instead of the tangible effects.

Her self-published book titled “Unbullied - 14 Techniques to Silence the Critics, Externally and Internally”, has received international recognition, including, The Skipping Stones Honour Award, The Book Excellence Finalist Award and The Maincrest Media Winner’s Award. Kalyani further enlightens us in her many interviews, such as the CTV Morning Live for Pink Shirt Day, Hollywood Times, Women’s Radio and Daughters of change.

### **1. Tell us about your entrepreneurial journey (personal & professional), when you got started on it.**

To begin with, I have had two separate entrepreneurial journeys: The first being a fitness business that I ran from 2014 to 2017 and then moved into the anti-bullying arena.

Shedding light on both: I battled post-partum depression. The doctor assigned to my case declined to treat me, as it didn’t warrant an intervention. I started working out at home and lost 11kgs over eight months. I shared my story on social media, and soon I was training close to 1,500 women from across the globe in health, fitness, and mindset. However, this drained my energy as it didn’t align with my purpose.

In 2018, I volunteered at an anti-bullying workshop at my daughter’s school. Seeing the same techniques being taught years later left a bitter taste in my mouth. Initially, I wrote a

short story which was published on 500 websites including, ABC, NBC, and Fox News. However, it still felt incomplete to me. I then wrote and self-published “Unbullied: 14 Techniques to Silence The Critics, Externally and Internally”, which received three International awards. Recently, I was interviewed as an expert for a live local morning news for Pink Shirt Day in Canada. My work has evolved and integrated into providing courses in schools and working with local veterans to help them with PTSD. Additionally, I will be doing a TEDx later this year on self-bullying behaviours disguised as self-motivation.

▶ **Educational Qualifications:** CPA Alberta, CGMA CIMA UK, Certified Flowcess® Trainer, Level 4 Certified Quantum Human Design Specialist

▶ **Awards or recognitions received:** Book Excellence Finalist Award, Maincrest Media Winners Award, Skipping Stones Honour Award

### **2. What are the challenges you faced while running a business as compared to men. Care to elaborate.**

I don’t think this challenge is something I faced as a woman, but it is one that shook my faith many a time. I feel everyone faces this challenge: self-doubt. Similarly, we all look to someone who has set the blueprint and aspire to be like them. What made it harder was that I couldn’t find anyone I could relate to in what I was trying to achieve. When I was growing up, bullying was considered “character building”; and the advice to ‘ignore’ it and focus on my studies. Fast-forward to the present, I still see some of the

same advice offered by professionals - to ignore the bully. So, for me, the ultimate challenge was and still is to share a different message while believing in myself with no shred of self-doubt. A message that goes against 'All' mainstream advice, like swimming against a current. A message that not only empowers the target of the bully to stand up for themselves, but in doing so, helps the bully stop bullying altogether. This method dissolves bullying by using unconscious confrontation. I want to help both the target and the bully - a message that isn't easy for everyone to accept because the first thought is to punish the bully. Doesn't that make us the bully?

### **3. Please attach an open message to all Indian women entrepreneurs working towards making it in this competitive world.**

The message I wish to share is what helped me. I believe faith should be based on understanding (causality) and not experience (effect). What does this mean? Do you believe the sun will rise tomorrow? Yes? Why? Is it because you have seen it rise every day (experience) or is it because the earth spins on its axis (cause)? I would suggest, leaning towards the former, as we all know the earth rotates on its own axis resulting in the sun rising every day. When we base our faith on experience, if something happens nine times out of ten, what happens to our faith when it doesn't happen the tenth time? It wavers. But if we base our faith on the actions we take (causality), regardless of the outcome (effect of the action), we free ourselves from disappointment. And that's when we become unstoppable.

### **4. Why is there less contribution of women entrepreneurship in India? What's your viewpoint?**

I think this stems from our childhood. When a little boy walks into a room, what is he

complimented on? How strong he is and how smart he is. Are his strengths and his intelligence something he is in control of? Yes, he can achieve those traits by working on himself. However, when a little girl walks into a room, what is she complimented on? Her looks. Is she in control of that? No. This is where it begins, we raise females to be valued for something they are not

- ▶ **Book:** Atlas Shrugged by Ayn Rand
- ▶ **Holiday Destination:** Cape Town, Victoria BC, Vancouver BC
- ▶ **Hobby:** Writing
- ▶ **Role Model:** John Lenhart

in control of, and we value males for something they have full control over. Imagine the effects thereof on a girl who is trying to pursue her dreams of entrepreneurship.

### **5. In India, there is a wave of startups. The percentage of women startups in India is low (Women comprise only 13.76% of the total entrepreneurs in India, according to the Ministry of Statistics). According to you, what challenges are they facing?**

I believe for anyone looking to succeed they need two things: support at home and in their community (friends, neighbours, coaches, mentors and other close ones). These are the people who will keep you moving towards your



goals even if you falter, stumble or fall. People who believe in you when you need it most. If one or both are amiss, the challenge becomes insurmountable.

In addition, guilt is a possible stumbling block. It was for me. With my parent's guidance, I pursued a CA designation, but embarking on my entrepreneurial journey, I battled with a lot of guilt: wasting the education my parents worked hard to provide for me. I could easily return to my old job, but I chose a harder path, which my parents didn't and still don't necessarily understand. I felt guilty for letting them down, while also feeling hurt for their lack of support in what I believed in. Furthermore, the guilt piled on as a mother because I didn't have "traditional" working hours. I often missed out on doing things with my family because I had important work to attend to which couldn't be postponed.



I came close to quitting my work because I was needed elsewhere. It felt easier to quit my dream, as my work was the hardest part of my responsibilities. However, thoughts of quitting made me very sad because it felt like losing my sense of self, which is why I kept trudging on

I also felt overwhelmed managing it all on my own: my work, family, cooking, cleaning and the home. Often, I came close to quitting my work because I was needed elsewhere. It felt easier to quit my dream, as my work was the hardest part of my responsibilities. However, thoughts of quitting made me very sad because it felt like losing my sense of self, which is why I kept trudging on.

I overcame this through repairing any guilt that I felt by building my self-esteem as I feel that like if it is left unaddressed, guilt leads to pain and pain to fear resulting in self-doubt. Unfortunately, self-doubt and fear have the potential to put an end to one's dreams, sometimes permanently.



## VAIJAYANTI BHALCHANDRA

Co-Founder & CTO,  
YLG Salon & YLG Institut

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[ylgindia.com](http://ylgindia.com)

**V**aijayanti Bhalchandra, a serial entrepreneur & Pioneer in the Beauty & Salon industry has been instrumental in transforming the Indian Salon industry with many firsts delivered for the industry – organised operations, upfront commitment to upgrading vocational skill education, upgrading India’s waxing experience, creating new international looks every year, India’s 1st Organised home services, Bringing hygiene to the fore for services to every skincare customer by the shift to single use kits instead of bulk packing, using technology to personalise every customer interaction and providing top quality training with no charges to over 7,000 stylists and beauticians.

She is the co-founder of the Bangalore based YLG (You Look Great!) Salons, which operates over 50 salons and is Bangalore’s favourite salon chain & has been bestowed with many awards, latest being Entrepreneur of the Year – at the MSME India Business awards by National Small Industries Corporation (NSIC), and the prestigious ‘Mahatma Gandhi Samman’ at the Global Achievers Conclave at Westminster Palace, UK Parliament, London in 2018.

### 1. Tell us about your entrepreneurial journey (personal & professional) and when you get started on it.

As a middle-class, non-metropolitan city-raised girl, our entrepreneurial journey started with two thoughts: the desire to make a difference for less privileged women and the certainty that the path may not always be smooth but fulfilling in the long run. We were fortunate that investors saw this field as an opportunity, as we were able to convert by raising institutional funding to make our dream a reality.

The first year was a steep learning curve that included curating a beauty and hairdressing curriculum inspired by the best available globally, setting up our supply chain, inventory management, and learning about professional products, services and purchasing.

Knowing what the brand stands for and our promise to our customers and employees, we continue to hold on to those values throughout our journey. Our commitment to building the brand based on top-quality vocational education

▶ **Educational Qualifications:** B.E. (Hons) VNIT Nagpur, MTech (Hons.) IIT Mumbai, PGDHRM - SIBM Bangalore

▶ **Awards or recognitions received:** Entrepreneur of the Year — at the MSME India Business Awards by National Small Industries Corporation (NSIC) and the prestigious ‘Mahatma Gandhi Samman’ at the Global Achievers Conclave at Westminster Palace, UK Parliament, London in 2018.

led us to launch the YLG academy ahead of the first salon, and has helped us to retain our service quality and customer base.

### 2. As a woman, have you faced challenges starting/running a business? Kindly elaborate.

The core design of YLG was to build an organization that recognizes and values women for their skills and insights. Personally, the challenge has been to instill a sense of pride in my students about their profession and the



I believe the term startups is used in a narrow sense. The oft-used expression of startups seems limited to a venture funded by some institutional or angel investor

fantastic industry they have chosen to be part of.

### 3. What are the services that you offer your customers?

At YLG, we offer high-quality products and services from across the globe at a great price across all our outlets. To ensure we meet our goal, we have built strong processes, training infrastructures, state-of-the-art technology, and a supply chain that enable us to offer unique services to our customers across multiple categories: waxing, facials, and hair spas.

### 4. What is the future plan of your business?

YLG will continue to build on its core customer promise of delivering consistently high-quality services and products. Going ahead, we will co-

opt franchisee partners towards growth.

### 5. What according to you is the advancement in this industry in terms of technology? Do you think adapting to advanced technologies has brought you to this elite position?

The industry has been a trial ground for multiple technologies, ranging from image sensing, and medical diagnostic tools to analyzing and prescribing treatments, products and business management software to name a few. The success of these advanced technologies is to deploy personalization, which allows the therapist or stylist to enhance the customer's experience while catering to their needs. Regardless, the role of the technical expert cannot be understated as customers are looking for hands-on experience, and no technology is likely to replace that for the foreseeable future.





- ▶ **Book:** Lord of the Rings by J. R. R. Tolkien
- ▶ **Holiday Destination:** Goa
- ▶ **Hobby:** Reading
- ▶ **Role model:** One too many great women across the ages

**6. Please attach an open message to Indian women entrepreneurs working towards making it in this competitive world.**

Trust your capabilities. Be proud of your chosen field and try to be the best at what you do.

**7. Why do you think there is less contribution of women entrepreneurship in India?**

This is rapidly changing as there are a number of role models for women to emulate, and more women will want to be entrepreneurs. The fact is that women generally have great expertise in engaging at an intellectual as well as emotional level, making them better people managers; this is the crux of success as an entrepreneur.

**8. In India, there is a wave of startups. The percentage of women startups in India is low (Women comprise only 13.76% of the total entrepreneurs in India, according to the Ministry of Statistics). According to you, what challenges are they facing?**

I believe the term startups is used in a narrow sense. The oft-used expression of startups seems limited to a venture funded by some institutional or angel investor. On this metric, women entrepreneurs are a minority, as these institutions tend to be male-centric at decision-making levels and are more comfortable dealing with men. The first challenge, therefore, is formal funding.

I find that women entrepreneurs tend to dominate informal, unorganized enterprises. Our industry is a classic example of women running lakhs of enterprises successfully across India with little or no institutional support.

# Indianpreneur