

Indianpreneur



INFLUENTIAL
WOMEN
INDIANPRENEURS
TO WATCH
WORLDWIDE
2024

A portrait of Puja Kapoor, a woman with long dark hair, wearing a red floral patterned top, smiling. The background is a white brick wall.

PUJA KAPOOR

EX-GLOBAL SENIOR DIRECTOR - HR, OLX GROUP

NAVIGATING HR EXCELLENCE: THE PUJA KAPOOR STORY

MARCH 2024





Write to us:
franchise@ylg.co.in

BECOME A YLG SALON FRANCHISE PARTNER

Own the most profitable, salon franchisee in your city

50+
SALONS

4
CITIES

7L+
HAPPY
CUSTOMERS

**Get in touch
with us today!**

99728 43388

SOCIETY of
SMOOTH
NEXT GEN WAXING

INTERNATIONAL
hairsty.es

Light Therapy
for Hair

EUROPEAN
LIGHT THERAPY
FACIALS FROM YLG
Guaranteed Glow



INDIA'S MOST TRUSTED SPORTS INFRASTRUCTURE COMPANY

- 50 YEARS OF EXPERIENCE
- PRESENCE ACROSS PAN INDIA
- NO.1 IN PRIVATE SECTOR
- END TO END SOLUTIONS
- 15000+ INSTALLATIONS



BADMINTON | BASKETBALL | FOOTBALL | MULTIPURPOSE COURT | TENNIS
VOLLEYBALL | SQUASH | HOCKEY | ATHLETIC TRACK | MANY MORE



BANGALORE, MUMBAI, HYDERABAD, DELHI, CHENNAI, PUNE



Connect with us

Indianpreneur

MARCH EDITION | VOL-1 | ISSUE 9

INFLUENTIAL WOMEN INDIANPRENEURS TO WATCH WORLDWIDE 2024

Editor

Georgina Doray

Editorial Enquiry

magazine@indian-preneur.com

Art & Design

Naveen Kumar

Sales & Marketing

magazine@indian-preneur.com

Subscribe Now

For Free

Asia-Pacific

Bangalore, Karnataka, India

USA

1300 Rachel Terrace
Pine Brook, NJ 07058, USA

Copyright 2024, Indianpreneur magazine all rights reserved. The views expressed in the content are those of the authors. No liability is assumed by the publisher. No part of the magazine may be reproduced without any prior notice or permission from the publisher.



Connect Us

LinkedIn | Youtube

Instagram | Facebook

EDITOR'S CHOICE

Indian Women Leaders in Business and Technology Women entrepreneurs have created innovative businesses that are redefining industries. Women like Kiran Mazumdar-Shaw, Indra Nooyi, and Falguni Nayar have not only built successful enterprises but have also become role models for aspiring female business leaders.

Women's Leadership positions not only work towards creating an equitable world but also bring a different perspective to the system. India has witnessed strong women who have been a leadership positions.

Women have made significant strides in various business & technology sectors, showcasing their versatility and innovation. In the tech industry, women have established startups, focusing on software development, artificial intelligence, e-commerce, and many more. Their contributions extend to healthcare, where women-founded businesses specialize in biotechnology, medical research, and digital health solutions. In the realm of sustainable practices, women entrepreneurs have championed eco-friendly businesses, ranging from renewable energy initiatives to eco-conscious consumer products. Additionally, the fashion and beauty industries have seen the emergence of women-led enterprises, emphasizing inclusivity and sustainability. In this Women special edition, the Indianpreneur magazine brings 'Women Leaders – 24', who are driving success in the corporate realm of the country. In this list we have showcased the story of some leading and inspiring women who bring change to society, delivering inspiring stories of their journey and the contributions & roles played by them in the creation and empowerment of an economically powerful nation.





10

PUJA KAPOOR



16

AYESHA KHAN



20

MOHINI CHAUHAN



22

RACHEL GOJER

INFLUENTIAL
WOMEN
INDIANPRENEURS
TO WATCH WORLDWIDE 2024



26

**PALLAVI
AHLUWALIA**



30

JAYASRI



34

DR HEMA DIVAKAR



40

**VAIJAYANTI
BHALCHANDRA**

PHILIPS

Fidelio

T1 Headphones

Crafted for life on the go

True wireless headphones. Made for music.
Exceptional sound on the go.



Sound quality



Noise canceling pro+

Muirhead.

Fine Scottish Leather



9 + 25 hours play time



Qi-compatible
charging case



Crystal clear call
with 2 mics ENC



www.philips.com/fidelio

Available at

BOX

INFLUENTIAL WOMEN INDIANPRENEURS TO WATCH WORLDWIDE 2024



Pallavi Ahluwalia
Managing Attorney & Owner

Ahluwalia Law Offices
ahluwalia.com
USA

Pallavi Ahluwalia is the Managing Attorney and Owner of Ahluwalia Law Offices, a leading boutique law firm known to many in the immigrant communities in Dallas and the East Coast. Ahluwalia Law Offices, PC represents its community of clients throughout the United States with Dallas, TX as its main office.



Jayasri
Director

Brindavan Accounts
brindavanaccounts.com
Singapore

Jayasri is a versatile and experienced director with over 37 years of experience in the fields of audit, accounts, finance, management, M&A, and consulting. She has a proven track record of success in managing mega corporates and consulting assignments, and she is committed to providing her clients with the highest quality of service.



Dr. Hema Divakar
Medical Director and Consultant
ObGyn

Divakars Speciality Hospital, Bengaluru
www.divakarshospital.com
Bangalore, India

Dr. Hema Divakar is a distinguished and accomplished figure in the field of medicine, particularly in obstetrics and gynecology. Renowned for her expertise and dedication, Dr. Divakar has made significant contributions to women's healthcare. With a wealth of experience, she has become a respected leader, advocating for women's health issues and playing a pivotal role in shaping advancements in the medical landscape. Dr. Hema Divakar's passion for improving maternal and reproductive health has garnered her widespread recognition, making her a highly regarded authority in her field.



Ayesha Khan
Chief Creative Officer

1Gen
1gen.io
Pune, Maharashtra

Ayesha Khan has been a movie buff since she was a child, so much so she would watch Television even during her school exams! Ayesha later leaned towards storytelling and after graduation decided to pursue a Masters in Mass Communication from Jamia Millia Islamia University. She started her career as a Post Production Assistant for an advertisement production house and is now heading the Studio Division for 1GEN, a social innovation startup.



Puja Kapoor
Ex-Global Senior Director - HR

OLX Group
[olx.in](https://www.olx.in)
India

Puja is an innovative HR Leader. She is strategic yet hands on. Puja developed a career development program that led to strong engagement and retention results.



Rachel Gojer
Founder

Rachel Gojer
[rachelgojer.com](https://www.rachelgojer.com)
Bangalore, India

Rachel Gojer is an Executive Coach for High Achieving Individuals and Teams. She has over 3000 hours of international coaching experience. Before becoming a coach, she worked in technology and has 14+ years of leadership experience in managing technical delivery and operations in multi-product and multi-geography environments.

She is certified by EMMC and ICF as a Coach and a Team Coach. She is also an NLP Master Practitioner and Certified in Positive Psychology.

Rachel works with high achieving individuals and teams to help them to stay focused, manage overwhelm and move ahead with confidence and power. She has worked with CEOs, Business Owners, Executives and Entrepreneurs and their teams globally to help them create their unique success formula for themselves and stay on top of their game.



Mohini Chauhan
Manager Data & Analytics Products

Uniliver
www.unilever.com
India

Mohini is an enthusiastic researcher working on technologies that are changing people's lives in a better way. She deals with products across the domains of Analytics and AI. In her spare time, she delivers sessions for corporations onsite and offsite globally.



Vaijayanti Bhalchandra
Co-Founder & CTO

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

Vaijayanti Bhalchandra is the Co-founder of the Bangalore based YLG (You Look Great!) Salons, which operates over 50 salon and is Bangalore's favourite salon chain and has been bestowed with many awards.

PUJA KAPOOR

EX-GLOBAL SENIOR DIRECTOR - HR, OLX GROUP



www.olx.in

TELL US ABOUT YOUR JOURNEY (PERSONAL & PROFESSIONAL), WHEN YOU STARTED YOUR JOURNEY IN THIS INDUSTRY AND HOW IT IS GOING AND WHAT IS THE FUTURE PLAN?

I come from a very humble and simple family. I lived across India all throughout my childhood. Perhaps that's the reason why my life journey has been truly blessed with a rich and enlightening personal and professional experiences. Although, I initially aspired to become a doctor and contribute to the noble cause of improving lives, but life had better

plan for me. I embarked on an unexpected but fulfilling path in Human Resources, driven by curiosity to help people, shape organizations, and unlock human potential.

Over the past 22 years, I have immersed myself in diverse global leadership roles spanning various industries. This incredible journey has led me through iconic organizations while witnessing cultural evolution and changing landscape of business models. It has been a two-way streak in terms on impact between company and my progress.

I began my career in the hospitality sector with the Oberoi Group, and it laid a solid



foundation for my HR career. I learnt very early on that culture is the only sticking factor to preserve talent and its engagement, everything else is secondary. Transitioning into the IT industry with Xansa (now Sopra Steria) and Sapient, I aimed to scale my role, eventually discovering my passion for understanding business dynamics and leadership interventions.

A highlight of my journey was a transformative stint in Ireland with Google, where I gained insights into diversity and cultural differences. Subsequently after spending few years in Google, I took on the role

of Head of HR at dunnhumby, a data science and consulting firm, guiding them through challenges related to new skill development, hiring, and leadership development.

Over the years I have actively invested my time in shaping organizational growth, cultural transformations, and technological changes to enhance business capabilities. I have also been deeply involved in M&A, integrations to help businesses align and thrive in recent years.

Reflecting on my two decade-long leadership journeys, my aspiration remains to coach leadership and help organizations scale while building sustainable businesses.



WHAT ARE THE VARIOUS ROLES & RESPONSIBILITIES AS EX-GLOBAL SENIOR DIRECTOR- HR AT OLX GROUP. BRIEF ABOUT OLX GROUP.

OLX Group is a Dutch-domiciled online marketplace headquartered in Amsterdam. The OLX consumer brand originated as OnLine eXchange in 2006. OLX Group is owned by Prosus, the international assets division of Naspers. OLX Autos business unit focused on used car market category.

As the Global Head of HR for OLX Autos business unit, I manage a diverse employee base across multiple geographies. I oversee a diverse team of HR professionals across various countries. My responsibilities encompass steering comprehensive HR functions, conducting M&A due diligence, and facilitating global market expansions. A pivotal contribution includes orchestrating the seamless integration of the largest acquisition for OLX Group, namely FCG (Frontier Car Group)

At OLX Autos, I have spearheaded design and change programs, formulated strategies for capability building, and successfully addressed growth challenges amid cultural transformation. Notably, I played a key role in centralizing leadership teams for the business while extending these efforts across diverse markets. Additionally, as a member of the OLX Group council for Diversity, Equality, and Inclusion (DEI), I collaborated with a team of HR professionals to instill cultural change throughout OLX.

WHAT ACCORDING TO YOU IS THE ADVANCEMENT IN THIS INDUSTRY IN TERMS OF TECHNOLOGY? DO YOU THINK YOUR ADOPTION OF SUCH ADVANCED TECHNOLOGIES HAS BROUGHT YOU TO THIS ELITE POSITION?

I firmly believe that the future of Human Resources lies in the synergistic blend of Human Intelligence and Artificial Intelligence,

denoted as Human + AI. While traditional roles may undergo a transformation, they will not become obsolete. Instead, the evolution will hinge on leveraging AI to facilitate data-driven decision-making, invest on upskilling and enhance engagement. The upcoming era in HR will witness the emergence of roles encompassing TechnoHR responsibilities, profound analytics and deep coaching marking the next wave of innovation.

In keeping with the dynamic nature of the times, my team and I have consistently adhered to the guiding principles of Realign, Reimagine, and Restart—strategies aimed at adapting to evolving trends. Being an early adopter of AI for sentiment analysis and championing the digitization of HR reflects the progressive integration of technology in HR. Technological advancement has undeniably played a pivotal role in elevating the scope of my roles.

Embracing the evolving technological landscape, I have proactively navigated changes in tech utilization, resulting in the establishment of more efficient and resilient HR teams capable of delivering with heightened speed and agility.

ACCORDING TO YOU, WHAT CHALLENGES WILL THERE BE FOR INDIAN WOMEN LEADERS / CXO'S? ANY CHALLENGES YOU HAVE FACED? IF YES, PLEASE ELABORATE.

Undeniably, there has been an upswing in awareness among women today compared to a decade ago; however, the journey towards gender equality remains an extensive one. In the Indian context, women often display a natural hesitancy and require gentle encouragement to embrace assertiveness, particularly in Science, Technology, Engineering, and Mathematics

► Educational Qualifications:

I graduated in Commerce from Delhi University. I am an alumna of IILM and XLRI. I hold certification from Marshal Goldsmith in Executive Coaching and have acquired certificate in Coaching for performance from IIM, Bangalore.

► Prior Industry Experience worked with:

I have held several roles across industry and can be viewed via my *LinkedIn profile*.
<https://www.linkedin.com/in/pujakap/>
In summary have worked with Sapient, Google, Evalueserve, Sopra Steria and Oberoi group of hotels.

► Awards or recognitions received:

1. Women Super Achiever Award by HRD Congress
2. 50 most influence HR tech leaders Asia Pacific HRM Congress
3. Women HR leadership Award by ObserveNow
4. "FWA – Industry Academia Award 2023" for her significant impact in the Distinguished Leader for Global HR Diversity & Inclusion

(STEM) roles. To illustrate, within OLX, substantial effort was invested over several years to effect a modest 5% increase in the hiring of women within Product and Tech teams. This challenge does not arise from any inherent inadequacy in women but stems from deeply ingrained societal expectations that have confined women to specific roles for many years. Consequently, women may

find themselves less prone to positioning their ambitions as boldly as their male counterparts, resulting in limited visibility and influence.

The most prevalent obstacles to the success of women in leadership roles that CXO's must confront include:

Work-Life Balance Struggles:

Juggling substantial operational responsibilities with personal and family commitments remains a formidable challenge for many women. Indra Nooyi's insightful observation that the career and personal life stages of women are perennially in conflict, underscores the difficulty of excelling simultaneously in all roles. It is imperative for women not to let perfection become the enemy of good.

Most Loved:

a. Book: What got you here won't get you there by Marshall Goldsmith

b. Holiday Destination: Goa and San Francisco

c. Hobby: Cooking for my family, its therapeutic too

d. Role Model: My mother and Indra Nooyi

Underrepresentation of Women at CXO Levels:

Globally, as of 2022, women occupy only 33% of leadership positions, a statistic marginally better than India's leadership

landscape. This underrepresentation leads to a dearth of diverse perspectives and role models. Additionally, resulting early retirements further compound the scarcity of mentorship, contributing to a concerning 10% decline in the industry last year.

Stereotypes and Biases:

Within corporate settings, women frequently encounter stereotypes and biases rooted in traditional gender roles. These biases can undermine perceptions of their competence, confidence, and suitability for leadership positions. This may further lead to women suffering from self-doubt or in other words 'imposter syndrome'. Research revealed that 75% women across industries experience imposter syndrome. It impedes the ability to position themselves powerfully.

Breaking the Glass Ceiling:

The challenge for many women is also breaking through the perceived exclusivity of male-dominated teams or in other words a 'boys club'. This invisible barrier impedes progress due to factors such as limited access to mentorship, networking opportunities, and preconceived notions about certain roles within organizations.

Unequal Pay:

Despite concerted efforts and vocal advocacy, gender pay gaps persist. In India, men earn 82% of the labor income, leaving women with a mere 18%. A lack of awareness perpetuates disparities in the right pay mix, promotions, and the pace of hiring women.

Reflecting on my personal journey, especially as an HR Business Partner where financials and data play a pivotal role in strategic impact, I have encountered and navigated preconceived notions.



Unapologetically, I assert that I've successfully traversed the challenges of the "boys' club" to remain relevant and heard.

This achievement was made possible by dedicating time to networking, delving into business metrics, and acquiring an intimate understanding of business intricacies comparable to any business leader. Rather than merely offering opinions, I have influenced decisions by substantiating suggestions with compelling data. My counsel to women is not to approach decisions with undue caution but to cultivate confidence and competence to overcome the biases that surround them.

WHAT'S YOUR MOTIVATIONAL MANTRA? ANY PIECE OF ADVICE FOR ASPIRING WOMEN LEADERS.

My personal mantra is to be self-aware, continue to make smart choices, be a student of life and keep learning.

I am very optimistic about the changing landscape of women impacting the corporate world. I believe the best way to motivate oneself is to indulge in self talk. Vulnerability is said to be the most accurate measurement of courage and so keep gathering courage, it will pay you dividends. And quick tip is, don't wait for anyone to give you something you want, just go for it.

AYESHA KHAN

CCO, 1GEN



1gen.io

Driving Impact Through Storytelling

Women have become influential change agents in India's huge media environment, crafting stories and spearheading programs that have a global influence. Indian women have not only thrived but also pioneered transformational storytelling that promotes social impact because to their creative talent and unrelenting devotion.

Ayesha Khan, who is the Chief Creative Officer of 1GEN right now, is a brilliant illustration of this story. Ayesha is an accomplished professional with a wealth of experience in telling captivating stories. She has skillfully navigated the ever-changing media and entertainment landscapes. Her work with famous firms like Sony Entertainment Television, Saregama India, and UTV has demonstrated her capacity to create and inspire. She has held significant roles in these organizations.

With a keen eye for innovation and a deep understanding of the power of storytelling, Ayesha brings a unique blend of creativity and strategic vision to her role at 1GEN. Here, she continues to lead the charge in leveraging the transformative potential of storytelling for social change and empowerment, driving forward the mission to make the world sustainable in one generation.

FROM AD FILMS TO THRILLING NARRATIVES

Following her graduation, Ms. Khan's fervent love for storytelling propelled her towards obtaining a master's degree in mass communication from Jamia Millia Islamia University. Commencing her professional journey at Box Office Productions, she has worked on ADs for famous companies such as Liril, Elle 18 and Surf Excel.



► **Motivational Mantra:**

“You must be the change you wish to see in the world.” - Mahatma Gandhi

► **Educational Qualifications:**

Masters in Mass Communication from Jamia Millia Islamia University

► **Past Experience:** Creative Head-

Saregama India, Supervising Producer for Sony Entertainment Television, Executive Producer-UTV

Transitioning to the realm of Hindi GEC Television, Ms. Khan assumed the roles of Assistant Director and Researcher for the thriller show ‘Kahani Jurm Ki’ on Star Plus, immersing herself in the exploration of real-life crime narratives. Reflecting on her journey, she expressed her fascination with television’s capacity to connect with the masses, which has fueled her endeavors over the past two decades. Collaborating with notable individuals like Siddharth Kak, Sriram Raghavan, Anubhav Sinha and Shivam Nair, she has traversed diverse roles, ranging from post-production to Creative Director and Writer positions on GEC channels such as Sony, Star Plus, Star One, Colours and 9X.

Ms. Khan further highlighted her journey’s evolution, including directing a documentary film for social innovation titled “S.H.E-The Toilet Ninja,” underscoring her profound appreciation for every moment spent crafting compelling narratives.

1GEN IN A NUTSHELL

Six years ago, 1GEN Social Innovation ventured into the realm of Digital Technology, primarily focusing on providing technology solutions for

organizations aiming to make a positive impact. Embracing their core philosophy of “Movie to Movement,” every individual at 1GEN collaborates to spotlight genuine narratives of changemakers effecting change in the realm of social impact.

In 2021, 1GEN broadened its horizons by establishing Purple Pod Pictures, a film and television production entity dedicated to amplifying impactful narratives and instilling hope.

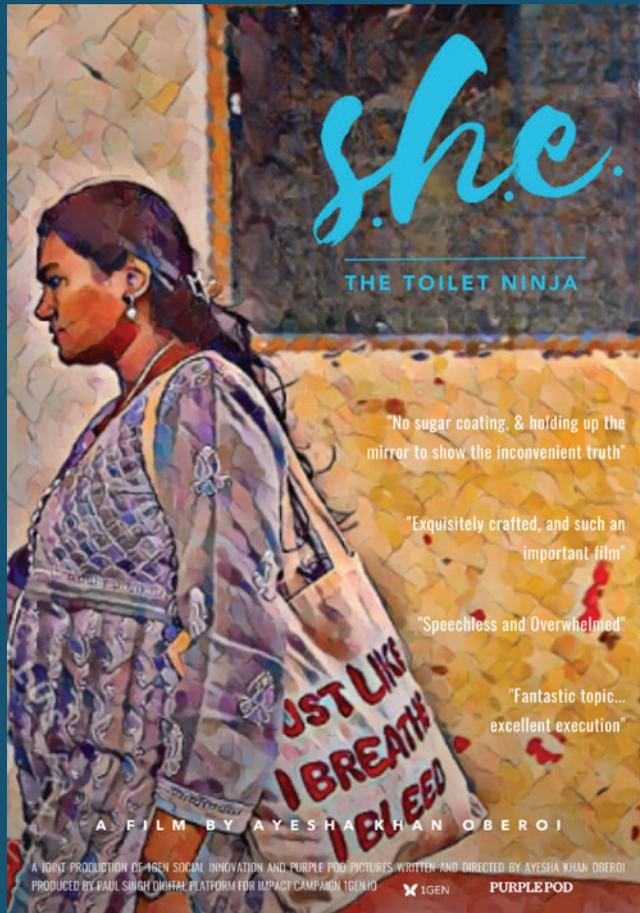


WHILE AI CANNOT REPLICATE THE INTRICATE CREATIVE CAPABILITIES OF THE HUMAN MIND, IT OFFERS FILMMAKERS COST-EFFECTIVE AND INDEPENDENT OPTIONS TO ENHANCE THEIR CRAFT

While firmly rooted in the realm of technology, Purple Pod Pictures utilizes social media, web applications, and mobile platforms to breathe life into these narratives and ignite meaningful dialogues.

INSIGHTS ON ADVANCEMENTS AND CHALLENGES IN THE FILM INDUSTRY

Ayesha Khan believes that the advancement in the film and television industry, particularly in terms of digital technology, is evident especially the advancements in the field of AI. She exhibits an optimistic outlook for AI powered applications aimed at enhancing creativity and storytelling. In her recent documentary film, “S.H.E-The Toilet Ninja,” she innovated leveraging an AI tool to compose the entire music for the film, aligning with Gandhiji’s principle of self-reliance. Additionally, Ayesha is intrigued by



Most Loved:

- a. **Book:** Wuthering Heights by Emily Brontë, often hailed as the greatest love story of all time.
- b. **Holiday Destination:** Hamburg, Germany.
- c. **Hobby:** Watching movies is not just a hobby for me; it's a daily routine that I've maintained for many years.
- d. **Role Model:** Alfred Hitchcock, Oprah, and Reese Witherspoon, who has been bringing women-centric stories to the forefront and showcasing the work of female authors I particularly admire.

the potential of AI-generated videos to assist writers in visualizing their ideas quickly, despite recognizing the challenges. “While AI cannot replicate the intricate creative capabilities of the human mind, it offers filmmakers cost-effective and independent options to enhance their craft”, Ms. Khan shared.

When it comes to industry problems, Ayesha notes that it can be challenging to hold an audience’s interest in the face of a plethora of alternatives. This means that good storytelling in a condensed amount of time is necessary to produce lasting impact and entertainment value. Another major obstacle is funding, which is why Ayesha and her group decided to self-fund the entire project and carefully divide the little resources across several tales.

ON A PERSONAL NOTE

Ayesha Khan finds inspiration and comfort in a variety of areas of her life. She considers Emily Brontë’s “Wuthering Heights” to be one of the best love stories ever written, and it is one of her favorites. Hamburg, Germany is a holiday destination that is very dear to her. When it comes to hobbies, Ayesha has been viewing movies for a long time; it’s more than just a hobby for her. She cites Oprah Winfrey, Reese Witherspoon, and Alfred Hitchcock as her three favorite role models. Ayesha especially respects Witherspoon’s commitment to elevating women-centric narratives and highlighting the contributions of female writers. Taking on a new role, she just had a baby boy and is currently embracing motherhood.



AI IN BEAUTY SECTOR

MOHINI CHAUHAN
MANAGER DATA & ANALYTICS PRODUCTS,
UNILEVER



www.unilever.com

A tech enthusiast working in Unilever to boost the analytics and Products throughout the global markets. Researcher by passion and a traveler by love.

Beauty, a way of expressing the features and self-love. In today's world of filters and colour enhancements, the real beauty and features fade away and this leads to deception and willingness to project false/preferred looks. There are many beauty companies and tech giants that are working on providing applications for beauty products and services. The motive around this is to provide the info and feel of the beauty products and make users have an experience

about how much the product suits them.

One such product powered by AI for Beauty is what we have for our launch.

EBEAUTY ADVISOR:

According to the market prediction- Artificial Intelligence (AI) In the Beauty and Cosmetics market will be valued at US\$ 2.70 Billion in 2021. estimated to reach US\$ 13.34 billion by 2030, with a promising CAGR of 19.7% between 2021 and 2030.



The future of AI in the beauty domain looks promising, with advancements in personalized skincare and makeup recommendations, virtual try-on tools, and AI-powered skin analysis devices

The domination of beauty companies can be seen in the market, and these can range from application-based approaches to web interface approaches.

Listed to your right, are some of the top giants playing in the AI space with Beautifying the consumer's experience to bring revenue and fun to the technology.

VISION:

The vision for AI in beauty is to revolutionize the industry by providing personalized recommendations and inclusive solutions that boost confidence. Empowering brands with Gen AI solution: effortlessly craft, review, and generate real-time recommendations and analyses for the user's best-suited products powered by UL brands, guided by the 4Ps, target audience, information, brand and brand policies, purpose, and guidelines.

WHY AI?

“Join the beauty revolution and shop like a pro with our AI-curated picks! From flawless foundations to mesmerizing palettes, let's unlock your inner glam and slay every beauty trend together!”

CATCH?

For a particular product, there would be an 'N' number of variations in terms of complexions and the system needs to highlight the difference between each for the user to clearly see the try oneffectiveness.

WHY IS A BRAND SO IMPORTANT FOR ANY COMPANY:

A brand represents the identity, reputation, and perception of a company in the eyes of consumers. It encompasses the values, personality, and unique offerings that differentiate the company from competitors. A strong brand can build trust, loyalty, and recognition, ultimately driving customer preference and business success.

CONCLUSION

The future of AI in the beauty domain looks promising, with advancements in personalized skincare and makeup recommendations, virtual try-on tools, and AI-powered skin analysis devices. AI technologies can enhance customer experiences, streamline product development, and improve marketing strategies. As AI continues to evolve, we can expect more innovative solutions that cater to individual beauty needs and preferences.

RACHEL GOJER

FOUNDER



rachelgojer.com

TELL US ABOUT YOUR JOURNEY (PERSONAL & PROFESSIONAL), WHEN YOU STARTED YOUR JOURNEY IN THIS INDUSTRY AND HOW IT IS GOING AND WHAT IS YOUR FUTURE PLAN.

My journey as a coach started in the year 2008. Before that, I had spent many years as an engineer and a technology leader. As I had grown through my career I started managing teams and people and I got very interested in the concepts of leadership and performance psychology. This interest led me to explore concepts such as coaching and neural linguistic programming. I got trained and certified in both and what started as an interest soon became a passion. In 2014 I decided to quit my corporate job and start my own coaching practice.

I have now been coaching leaders and executive teams for more than 13 years and I have had the opportunity to work with some of the most dynamic and powerful leaders across the globe.

I work with high-achieving individuals and teams to help them stay focused, manage well, and move ahead with confidence and power. In my work, I continue to develop new ways to support my clients and work with new philosophies or performance psychology.

WHAT IS YOUR COMPANY ALL ABOUT AND WHOM DO YOU CATER TO? BRIEF ABOUT THE SAME.

I work with high-achieving individuals and teams to help them stay focused, manage overwhelm, and move ahead with confidence and power.



People often wonder why high achievers need a coach since most of them are already successful.

There are many reasons for this. Contrary to popular belief high achievement is not a constant state. High achievers go through their moments of self-doubt, failure, and imposter syndrome. High achievers juggle multiple responsibilities and often lose focus in the process.

As a coach, I am a trusted confidant, devil's advocate, friend, supporter, mirror, and the most passionate believer for my clients. The intent of my interactions is self-discovery and self-awareness which I believe are the keys to all lasting and transformational change.

Working with me is the difference between "doing your best" and "achieving your best". I work with CEOs, Business Owners, Executives, and Entrepreneurs globally to help them create their unique success formula for themselves and stay on top of their game!

WHAT ACCORDING TO YOU IS THE ADVANCEMENT IN THIS INDUSTRY IN TERMS OF TECHNOLOGY? DO YOU THINK YOUR ADOPTION OF SUCH ADVANCED TECHNOLOGIES HAS BROUGHT YOU TO THIS ELITE POSITION?

In the last few years, there are many software that have become popular among coaches, especially in terms of assignment and client management. AI assistance is also useful for creating action memories or discussion summaries that are useful for the client in case they want to reflect back. Additionally, I think after Covid more assignments are happening online which allows a client to work with a coach across the globe, and I think this in itself

Educational Qualifications:

- i. Professional Certified Coach (PCC), International Coaching Federation (ICF), USA
- ii. EMCC, EIA -Senior Practitioner European Mentoring and Coaching Council (EMCC)
- iii. Certified Team Coach (ACTC)(International Coaching Federation (ICF), USA
- iv. Certified Team Coach (ITCA, Practitioner), European Mentoring and Coaching Council (EMCC)
- v. Certified Team Coach Practitioner from Global Team Coaching Institute, USA
- vi. Core Excellence Graduate (CEG), Coach U, Australia.
- vii. Certified NLP Master Practitioner, Neoway Academy, Bangalore
- viii. Certified NLP Master Practitioner, National Federation of Neuro-Linguistic Programming, USA.
- ix. Certified Coach Practitioner (CCP), Global Coach Trust, Bangalore
- x. Certificate in Positive Psychology, University of North Carolina in Chapel Hill
- xi. Bachelor's Degree in Instrumentation Engineering

Prior Industry Experience

Before becoming a coach I worked in technology as an Operations Manager. Managing technical delivery and operations in multi-product and multi-geography environments.

c. Awards or recognitions received

- 100 MOST INFLUENTIAL COACHING LEADER World HRD Congress
- Top 10 Team Coach by Coaching foundation



Most Loved:

a. Books:

- i. Seven Habits of highly effective people by Stephen Covey
- ii. Start with why by Simon Sinek
- iii. Women who run with wolves by Dr. Clarissa Estes

b. Holiday Destination:

Black Forest in Germany.

c. Hobby:

Reading, Painting

has been a big boost for the coaching industry, that is being able to access a coach from the comfort of your home.

Another thing that seems to have happened in the industry is a lot of aggregators have come to the market like Better Up or Coach Hub and some others while these are useful in terms, especially for large organizations that need to access coaching at scale, I think some of the drawbacks of these organizations is that you don't always get to pick and choose the coach but then again I don't know if you know

for skill solutions of this is any other option?

ACCORDING TO YOU, WHAT CHALLENGES WILL THERE BE IN THIS INDUSTRY? ANY CHALLENGES YOU HAVE FACED? IF YES, PLEASE ELABORATE.

In our industry, there are a few challenges that do exist the first being lack of awareness. There are very few people who are aware of the concept of coaching and how it can support people to be their best selves and live their highest

potential. So it's still a new emerging field in the space of personal and professional development.

Another issue is that it is yet an unregulated field so a lot of time people who are neither trained or certified call themselves coaches. Since there is insufficient awareness many people get taken for a ride and end up working with unqualified people pretending to be coaches.

WHAT'S YOUR MOTIVATIONAL MANTRA?

I believe that when your vision is clear the path will appear. So set clear goals and start working towards them step by step and you will get your outcomes.

Pallavi Ahluwalia

Attorney & Owner Ahluwalia Law Offices

Ahluwalia Law Offices:
Providing a complete suite of law services
for your corporate and immigration needs



ahluwalialaw.com

Working mothers are unstoppable, and Pallavi Ahluwalia is one such example of a driving force. She is a mother of three boys, a Managing Attorney and the owner of Ahluwalia Law Offices, a leading law firm known to immigrant communities across Dallas and the East Coast.

This noteworthy attorney, Pallavi, represents both companies and individuals by taking on the complete suite, from the corporate needs of companies to immigration requirements.

Regardless of company size, whether publicly traded corporations, small businesses

or entrepreneurs, Pallavi does best in her niche to provide tailored business solutions.

She prides herself in providing guidance in H1Bs, taking on hundreds of H1B cases each quarter. She offers nuanced advice to immigrants in various categories of H1B, L1, EB1, E2, and EB 5.

1. TELL US ABOUT YOUR JOURNEY (PERSONAL & PROFESSIONAL), WHEN DID YOU GET STARTED ON YOUR ENTREPRENEURIAL JOURNEY?

I started my career when I was a mother of three boys, all under the age of 5. Although



Educational Qualifications:

English honors, MA English, M Phil English and Doctor of Jurisprudence (JD)

Awards or recognitions received:

Melvin Jones Humanitarian award for service, Top 50 women attorneys by the Minority Counsel. And the most recent being the Fellow of the Texas Bar Foundation- an award and recognition reserved for the top 1/3rd of the top 1% of Texas attorneys.

I was aware that big firms posed a series of challenges for working mothers, like many, I was keen on working on my own.

My husband played a major role in this, from the initial payment to encouraging me to ‘trust the journey’. My confidence to keep at it stemmed from my upbringing, a child of an Indian air force officer. That said, the unwavering diligence, research and support from family and friends made Ahluwalia Law Offices what it is today.

2. SHARE AN INSIGHT IF THERE WERE ANY CHALLENGES YOU FACED WHILE RUNNING A BUSINESS IN THE US MARKET AS AN INDIAN.

Challenges weren’t related to where I came from, rather, my success as a lawyer is related to being an Indian. Every business owner thrives on their niche and product. Despite starting my law career with a portfolio of services, my interest and success was tied to immigration practice and

representing companies early on and for that, I am thankful to the Indian and South Asian clientele. I didn’t face any major challenges, maybe a few small hiccups that are expected as you move to the next part of your growth.

3. TELL US ABOUT YOUR COMPANY’S PRODUCTS/ SERVICES. WHAT IS IN STORE FOR THE FUTURE?

Primarily, we are a corporate immigration firm that is deeply vested in a corporation’s journey of growth, expansion and hiring the best talent within the framework of the US immigration laws.

Furthermore, we set up companies seeking to establish themselves in the US through their initial phases. We are recognized for successfully taking complex immigration cases and overturning denials that companies have received while getting L1s, EB1Cs and EB1As approved.

The firm efficiently handles the H1B filings for companies from small to large while offering guidance on issues about immigration that any growing company in the US experiences while partaking in the US immigration process.

Growth is crucial, hence reaching out to Indian companies who are looking to set up in the US as well as keen on bringing in their C suite and other specialized workers into the US.

4. PLEASE ATTACH AN OPEN MESSAGE TO INDIAN ENTREPRENEURS WHO ARE WORKING TOWARDS MAKING IT BIG IN THIS COMPETITIVE WORLD.

Stay at it. There are no shortcuts, be ethical and communicative with your customers.



Book: The Warmth of Other Suns by Isabel Wilkerson

Holiday Destination: Evian le Bains, Chamonix

Hobby: Cooking, entertaining, reading and traveling.

Motivational Mantra: Do your best and while at it, stay in balance.

Work towards being recognized for the quality you provide while hiring like-minded people.

5. THERE IS A WAVE OF STARTUPS IN INDIA, WHAT SUGGESTION WOULD YOU LIKE TO GIVE THEM IF THEY ARE PLANNING TO GO GLOBAL?

Placing your faith in the journey is part and parcel of the success that takes you from where you are to where you see yourself. The US welcomes businesses that add value to the country in any way, big or small-the formula for success is built into a supportive government structure which doesn't come in the way of your growth. A few initial formalities as a company owner and you are on your way to achieving your goal.

JAYASRI

DIRECTOR, BRINDAVAN LIAN MENG PTE. LTD.



BRINDAVAN
ACCOUNTS

www.brindavanaccounts.com

ONE STOP SOLUTION OFFERING 24X7 ALL-IN-ONE COMPLIANCE SERVICES

The enactment of increasing number of laws in the past years has led to the exponential growth of regulatory compliance management for companies. Every year, new directives and regulations are adding complexity to compliance operations across all industries. Compliance is every company's responsibility. It is designed to comply with internal policies, applicable laws, and regulations—and to ensure that those processes and procedures are followed. Some industries are more regulated than others. For example, the financial services industry is subject to regulatory compliance designed to protect the investors and public from nefarious practices, and Healthcare

companies to strict compliance laws because they are in charge of personal and sensitive patient data.

Meeting the legal obligations and directives across global regulatory environments and keeping abreast of changes is fundamental to improve your business performance. Organizations therefore have to deal with a spectrum of issues to ensure the effectiveness of their compliance practices. Some of the issues that hamper compliance processes include time-consuming and manual processes, keeping pace with regulatory changes, siloed approaches to risk management and governance, and lack of valuable security insights.



Regulatory compliance strategies and processes provide guidance to businesses as they strive to attain their business goals. Audit reports serve to prove compliance and help an organization position itself better to customers. Having an upto date compliance process transparent to its clients helps builds trust and also improves the potential for profit. Singapore-based Brindavan Lian Meng is an example of one such company pioneering with its compliance services for the past 15 years.

“Our USP is client Service . We have revamped the website to have interactive documents uploads and downloads in the website- An customer enhancement that enables customer with transparency and timely documents services. We answer all our clients’ queries on time when they need guidance on transactions. “Promised Delivery within Promised time ”, says Ms. Jayasri, Director of Brindavan Lian Meng. Jayasri has over 38 years of experience in the accounting and finance industry. She’s worked closely with companies across a vast client base to assist them to define their company strategy, to achieve efficiencies in working capital management efficiencies, project management,

project finance and has responsibility for transition and implementation of robust Accounting and legal/tax/Compliance processes.

GOVERNMENT LICENSED SERVICES

Brindavan Lian Meng is a one stop solution offering 24x7 services that include 1. Company Incorporation, 2. Corporate Secretarial services, 3. Accounting & bookkeeping services, 4. Payroll services, 5. Tax filing services, 6. Outsourced CFO services, Advisory services in trade, logistics, finance & management, 7. Audit coordination services and Compliance services. Their Tax Agent Services have been accredited by Inland Revenue Authority of Singapore (IRAS) as Accredited Tax Practitioner.

Brindavan’s Company incorporation Services is registered under Sec 28F of the Companies Act and accredited by Accounting and Corporate Regulatory Authority (ACRA) of Singapore. In addition to Accounting and book keeping services, the company provides unaudited Financial report based on clients software excel reports and Tax computation. Thirdly, Brindavan’s Corporate Secretarial

services are registered under Section 171 of Singapore Companies Act Chapter 50, wherein a company is required to appoint a Company Secretary within six months of its incorporation. Through its Compliance services, Brindavan ensures compliance checks of its clients as specified by the Guidelines for Registered Filing Agent. The company's services are used widely by various industries including Electronics, shipping, software, e-Commerce, Pharmaceuticals, BPO, EPC, Construction, and many more.



THE TEAM AT BRINDAVAN HAS EXTENSIVE KNOWLEDGE OF THE LEGAL STATUTES IN SINGAPORE AND INDIA, AND THIS, HAS THUS HELPED THEM TO BE TRANSPARENT IN THEIR DEALINGS WHILE OFFERING PRACTICAL SOLUTIONS TO ITS CLIENTS

ONWARD AND UPWARD

The Company has been responsive since its foundation, understands the customer's vision and works to improve their business processes. The team at Brindavan has extensive knowledge of the legal statutes in Singapore and India. This has thus helped them to be transparent in their dealings while offering practical/workable solutions to its clients.

Over the years, clients from across the globe have approached Brindavan for incorporation/guidance on running the company from overseas/retainer services to

support companies in Singapore/financing for projects, notably, ship/crane finance and more. Techmatrix SG, Aquatherm Singapore and many other giants in the industry have leveraged the services of Brindavan Lian Meng. "We were also at the forefront helping customers with working capital management in 2021 to get them out of bankruptcy, a notable large Construction was one of them", adds Jayasri.

Currently, the company serves clients from India, Sri Lanka, Nepal, Maldives, Bangladesh, Dubai, Bahrain, Australia, Qatar, Dubai, Myanmar, Mauritius and Singapore. "All clients are referred to infer that existing clients are satisfied with the service that they are not only retained but also refer other clients," adds Jayasri. The company believes that answering questions of clients/participative consultancy services is the crux of the clients to refer others.

One of the most significant achievement of the company was during the Covid-19 Pandemic crisis. In 2021, it pulled a Company out of threat of bankruptcy by managing their working capital and move out of all debts of banks with the help of trade receivables. The team also refinanced a Property (SGD 5 million) during Covid-19 times which enable another client to manage its working capital efficiently.

We are currently managing working capital for another company in the verge of bankruptcy and has been relentlessly managing stakeholders concerns to revive the company .

In the future, the company hopes to set feasible expectations for its customers, offer transparency in service and provide swift and timely actions to satisfy each of the customers. "The vision is to be a company that can be trusted by customers", concludes Jayasri.

K7 ANTIVIRUS



**IS YOUR
LAPTOP
REALLY
SAFE
FROM
ATTACKS?**

**PROTECT IT TODAY WITH
INDIA'S MOST TRUSTED ANTIVIRUS BRAND**

While you may be protected against the viruses of the real world, what about the viruses of the digital world?

Choose the world's most trusted antivirus brand that uses 30+ years of expertise to deliver unparalleled cybersecurity products and services to protect a global community of millions of home and business users from every cyber threat.

K7 ANTIVIRUS PREMIUM
Essential Protection for your PC and Laptop

K7 TOTAL SECURITY
Secure your PC, laptop & smartphone with comprehensive protection

K7 ULTIMATE SECURITY
Secure digital experiences on your preferred platform

K7 ULTIMATE SECURITY
Multi-layered Protection
Advanced Antivirus
Business Protection
Data Backup and restore
1 Device | 1 Year

International awards & certifications

30+ years of expertise

27 countries

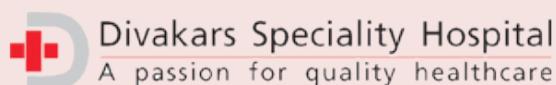
Future ready threat labs

Made in India. Made for Everyone.

To buy our award-winning products, visit www.k7computing.com

DR HEMA DIVAKAR

Medical Director, Consultant ObGyn,
Divakars Speciality Hospital, Bengaluru



www.divakarshospital.com

Dr. Hema Divakar is a distinguished and accomplished figure in the field of medicine, particularly in obstetrics and gynecology. Renowned for her expertise and dedication, Dr. Divakar has made significant contributions to women's healthcare. With a wealth of experience, she has become a respected leader, advocating for women's health issues and playing a pivotal role in shaping advancements in the medical landscape. Dr. Hema Divakar's passion for improving maternal and reproductive health has garnered her widespread recognition, making her a highly regarded authority in her field.

"It is one thing to be powerful and influential, but it is another to be meaningful", cites Dr. Hema Divakar who believes in creating an impact through passion and purpose.

In addition to her clinical accomplishments, Dr. Hema Divakar is known for her advocacy

work, tirelessly promoting awareness about women's health and the importance of accessible healthcare for all. As a thought leader, she has actively participated in various international forums, contributing to the global conversation on maternal care, family planning, and reproductive rights.

Dr. Divakar's commitment extends beyond her medical practice; she has been instrumental in initiating and supporting community health programs, aiming to empower women with knowledge and resources to make informed decisions about their well-being. Her holistic approach to healthcare, emphasizing both physical and emotional aspects, reflects a deep understanding of the complexities involved in women's lives. Recognized with numerous awards and accolades, Dr. Hema Divakar continues to inspire fellow professionals and aspiring healthcare practitioners. Her legacy



BREAKING BARRIERS: DR. HEMA'S EMPOWERING JOURNEY IN WOMEN'S HEALTH, MEDICINE, AND ENTREPRENEURSHIP

*"It is one thing to be powerful and influential, but it is another to be meaningful", cites **Dr. Hema Divakar** who believes in creating an impact through passion and purpose.*

EDUCATIONAL QUALIFICATIONS:

I earned an MD from Wadia Maternity Hospital, Mumbai, and hold a Postgraduate Diploma in Medical Law and Ethics, along with a diploma from the All India Institute of Management. Completing my FICMCH in 1999 and FICOG in 2000, both in Mumbai, supplemented my medical qualifications. In addition to my medical degrees, I possess a Masters Degree in Alternative Medicine and a Postgraduate Diploma in Preventive and Promotive Health Care. The Royal College London honored me with the FRCOG.



AWARDS OR RECOGNITIONS

I have been honored with several prestigious awards for my contributions to various fields. These include:

- FIGO Women Achievers Award in 2015.
- Global Asian of the Year in 2018.
- Excellence in Women's Healthcare Award by the Ministry of Maternal Health.
- Social Entrepreneurship Award by USAIDS & MSD for Mothers.
- CME Excellence Award for ARTIST.
- Next Brands Award for ARTIST for HER.
- CSR Times Award.
- CSR Impact Award for Divakars Service Trust.

These recognitions underscore my commitment and achievements in women's healthcare, social entrepreneurship, and community service.

extends beyond her medical achievements, encompassing a profound impact on the lives of countless individuals through her unwavering commitment to advancing women's health on a global scale.

1. Tell us about your journey (personal and professional), when you started your journey in this industry and how it is going and what is the future plan.

Born into a family deeply ingrained in medicine, where societal norms steered girls towards medicine and boys towards engineering, I obtained my MD in Obstetrics and Gynaecology from Wadia Maternity Hospital, Mumbai, in 1989. Over three decades, I've garnered

recognition as an award-winning doctor.

In 1990, post-marriage, I founded “Divakar’s Speciality Hospital” in Bangalore. Since the early days of my career, my focus has centered on addressing women’s health decisions. Despite progress, challenges persist, prompting me to not only provide healthcare but also champion impactful campaigns.

Personally, I’m dedicated to reaching women in remote areas, offering basic health education on reproductive health, family planning, and regular checkups. My goal is to empower women with knowledge, enhancing overall well-being in communities lacking easy access to healthcare services.

2. Share an insight, if any challenges you faced while running the hospital and how you overcame them. What inspired you to get into this industry?

Establishing my own hospital as a woman meant challenging traditional norms and societal expectations, aiming to break free from gender biases in professional achievements. Actively engaging with global and national healthcare organizations, I formed strategic alliances to overcome obstacles and benefit from valuable networking.

Continuous learning, adaptation, and a commitment to high standards were key in overcoming challenges. Embracing a mindset of perpetual growth and excellence became integral to my approach.

My entry into this industry was inspired by the support and guidance of the men in my family—my father, brother, husband, and son. Additionally, my mother’s courageous approach and the influence of friends and colleagues played a pivotal role in driving me to continuously improve and excel in this industry.

3. Being an Indian entrepreneur, what message would you like to give? Your motivational mantra?

As an Indian entrepreneur, my aim is to inspire aspiring entrepreneurs by nurturing an entrepreneurial spirit, encouraging innovation, and fostering perseverance across all sectors. My motivational mantra centers on pursuing excellence and working diligently to fuel my passion with a sense of purpose.

Dedicated to making a meaningful contribution to women’s health, I acknowledge significant gaps in healthcare services for women in India. Supported by my entrepreneurial community and government-backed policies,



my journey is propelled by a passion for social change. I remain steadfast in my commitment to creating positive transformations in women's healthcare through recognition and empowerment.

4. What, according to you, is the advancement in this industry in terms of technology? Do you think your adoption of such advanced technologies has brought you and your

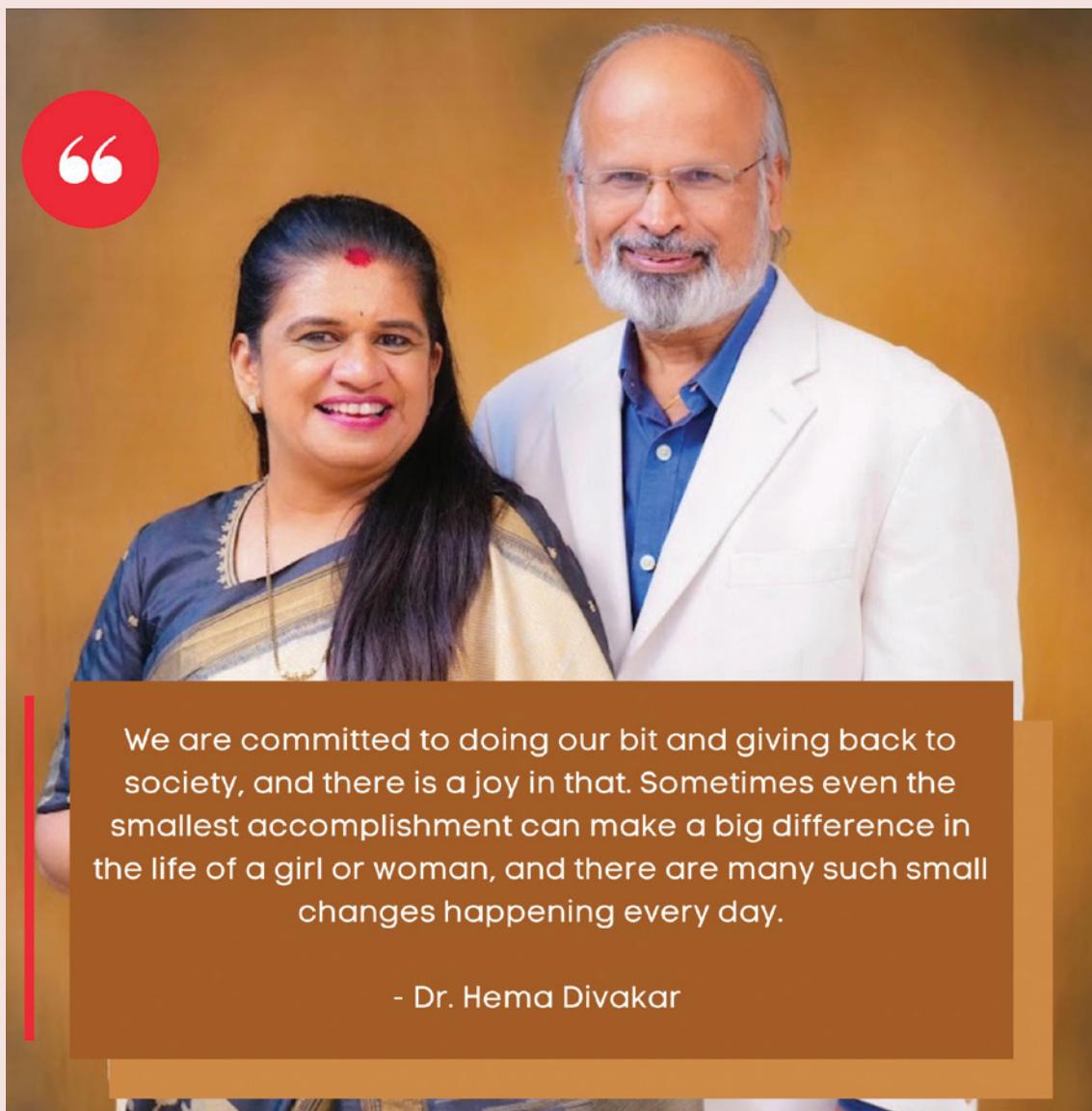
company to this elite position?

As a Gynecologist, I strongly advocate for the integration of technology, ensuring our readiness to confront evolving challenges in healthcare.

The past decade has witnessed a remarkable technological evolution in the healthcare sector. FEMTECH, focused on innovating for women's healthcare, positions itself uniquely, aspiring to

reach those yet untouched by its vision. Advanced equipment and cutting-edge AI now manage everything from patient care to diagnostics and overall health delivery.

Recognizing the transformative potential of digital technology for advocacy, awareness, research, and extensive data utilization, we established ARTIST for HER. This vertical, representing the Asian Research and Training Institute



We are committed to doing our bit and giving back to society, and there is a joy in that. Sometimes even the smallest accomplishment can make a big difference in the life of a girl or woman, and there are many such small changes happening every day.

- Dr. Hema Divakar



Book - Science and spirituality by S. Radhakrishnan

Holiday Destination - Amsterdam

Hobby – Classical music

Role Model – My parents

Motivational Mantra – To Win you have to Begin

for Skill Transfer, embodies our commitment to revolutionize women’s healthcare through digital skill transfer.

5. What are the services provided by your institute?

Our team of physicians is dedicated to providing a wide range of consultative and specialized services tailored to the unique needs of adolescent, reproductive-age, and postmenopausal women. From family planning to menopause management, our focus is on delivering top-quality healthcare.

Emphasizing preventive care and wellness at every life stage, our comprehensive services address diverse healthcare needs. From adolescent and menstrual health to sexual health, contraception, and infertility treatment, we strive to offer holistic care. Our services extend to nutrition support, immunization, pre-pregnancy and high-risk pregnancy care, lactation advice, mental well-being support,

and the management of complex gynecological cases through endoscopic surgery. We specialize in menopause care and provide long-term support for non-communicable diseases like diabetes and hypertension, with an emphasis on early detection and management of cancers in women.

At the forefront of innovation, our Femtech initiative revolutionizes pre-pregnancy care through tools for fertility tracking, hormone monitoring, nutrition guidance, mental health support, and education. This empowers women to take control of their bodies, make informed decisions, and lay the foundation for healthier pregnancies.

Covering a spectrum of healthcare services from routine check-ups to conditions like fibroids, endometriosis, and PCOS, our overarching mission is to empower girls and women with knowledge, enabling them to make informed decisions about their health and well-being.



VAIJAYANTI BHALCHANDRA

Co-Founder & CTO,
YLG Salon & YLG Institut



ylgindia.com

Vaijayanti 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