

# WOMEN LIKE YOU

52 Inspiring Stories of Women Achievers



**FROM THE  
DESK OF  
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and CEO,  
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**E**very success story begins with a decision to move forward. **“Women Like You”** brings to life the journeys of those who made that choice, often in the face of challenges, uncertainty, and doubt. They embraced new opportunities, stood firm in their ambitions, and proved that perseverance can turn aspirations into reality.

Since 1929, we at South Indian Bank have built relationships that go beyond banking. Many of these relationships are with women achievers who have shaped industries, led with purpose, and inspired change. Their contributions continue to strengthen businesses, communities, and the economy.

With 46.11% of our workforce comprising women, we have witnessed firsthand the impact of diverse leadership. 188 female branch heads and five regional heads are driving excellence, and our 20 all-women branches stand as symbols of empowerment.

**“Women Like You”** unites 52 remarkable stories of women who have challenged norms, built thriving businesses, and made a lasting impact in their respective fields. Their journeys reflect the values that define us as an organization—trust, innovation, and meaningful relationships.

As you read these stories, may they ignite new ambitions and encourage more women to step forward with confidence. At South Indian Bank, we will continue to support and celebrate those who dare to dream, lead, and create a future filled with possibilities.



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# Carrying Forward a Legacy: The Women Behind Vijaya Marketing



**A**t just 20 years old, Vidhya Ramesh found herself at a crossroads. The sudden passing of her father left her with a difficult choice. Walk away from the 40-year-old distribution business he had built, or step up and take charge. Choosing the latter, she and her mother, Jayanthi R, took the reins of Vijaya Marketing, determined to honor his legacy while building a future of their own.

But taking over a well-established business was no easy task. Winning the trust of employees, customers, and major business partners like Hindustan Unilever (HUL) felt daunting. They had to prove they could meet HUL's stringent standards while navigating the complexities of finance, HR, and operations - areas Vidhya had never handled before.

Then came the external challenges. The Nipah outbreak, the COVID-19 pandemic, market shifts, and unexpected losses within their team all made running the business even harder. Hiring staff, conducting interviews, and making critical decisions in high-pressure situations became part of her everyday reality.

## FROM STRUGGLES TO STRENGTH

Despite the setbacks, Vidhya and Jayanthi refused to back down. They transformed every challenge into a learning opportunity, strengthening operations, streamlining workflows, and building a more structured business model.

One of their boldest moves was breaking gender norms in the industry by hiring women in sales, a field traditionally dominated by men. Their decision diversified their workforce and brought them national recognition.

## THE ROAD TO SUCCESS

Their resilience paid off. Today, Vijaya Marketing has doubled its turnover, setting new benchmarks in the industry. Their achievements include:

- Best Crisis Management Award by HUL
- Selection for an executive program at IIM Ahmedabad, representing Kerala
- Recognition from HUL for having the highest number of female executives

## LOOKING AHEAD

Today, Vidhya Ramesh stands as a symbol of resilience, adaptability, and fearless leadership. She believes that success is about overcoming obstacles and growing through them.

**“You can’t pour from an empty cup. Never forget to recharge your soul. Do what makes you happy. Prioritize yourself.”**

Her story is a testament to determination, leadership, and the power of perseverance in the face of adversity.



# Turning Obstacles into Opportunities: The Story of Geetha Saleesh



## FROM SETBACK TO SUCCESS

Geetha refused to let the crisis define her. Rather than giving in to uncertainty, she pivoted. She began sourcing high-quality milk from local farms and mastered the art of making homemade ghee. But she had bigger dreams. Drawing from her family's age-old tradition of making Curcumeal, a nutrient-rich turmeric spread, she envisioned taking the product to households across India.

Determined to perfect her craft, Geetha immersed herself in the study of turmeric, sought guidance from the Indian Institute of Spices Research, and collaborated with research scholars to refine her product. She embraced WhatsApp and Facebook as her storefront and built a thriving online business under Geetha's Home to Home, now serving more than 800 satisfied customers across the country.

## THE ROAD TO RECOGNITION

Her dedication and innovation did not go unnoticed. In 2023, Geetha and Curcumeal received the prestigious Mockingjay Award at the Crown Plaza Kochi event hosted by NEEED Global Foundation. The award, which highlighted diversity and empowerment, recognized her resilience, leadership, and the transformative impact of her product.

## LOOKING AHEAD

Geetha's journey is a testament to determination, adaptability, and innovation. From facing constant rejection to building a successful online business, she has shown that challenges can become stepping stones to success.

Her story proves that when resilience meets opportunity, the possibilities are limitless.

**F**or Geetha Saleesh, rejection was a constant. Despite being 100% blind, she was fully capable, once familiar with her surroundings. Yet, every job application, whether in the public or private sector, ended in rejection. Even roles like telephone operator were denied to her. Instead of giving up, she decided to create her own opportunities.

With her family's unwavering support, Geetha started small by selling hens and quail eggs to local shops. As word spread, demand grew, and her business flourished. Just as things were looking up, the COVID-19 lockdown brought everything to a halt. Shops closed overnight, and she lost her entire customer base.

# Weaving Success with Determination: The Story of Usha Stanley

For Usha Stanley, business was something she loved from the very beginning. Encouraged by her father, she began her entrepreneurial journey before marriage, building a small but promising venture. However, after she got married, she had to pause her dreams to focus on her family.

Becoming a mother changed everything. She wanted to set an example for her children and prove that ambition and family could go hand in hand. Starting from scratch in the garments business, she faced financial hurdles, societal expectations, and the challenge of balancing home and work. In the early days, she carried garments from house to house, often with her children by her side. She dealt with rejection, logistical struggles, and the difficulty of earning trust in a competitive market, but she never let obstacles define her.

## REBUILDING FROM THE GROUND UP

With the support of her husband, Usha restarted her venture and built Matha Garments into a thriving business. She managed both her household and business with the same level of dedication, proving that women can excel in both roles.

Her sharp business sense, strong connections, and commitment to quality and customer trust, helped her grow steadily. What began as a small effort to restart her career soon turned into something much bigger than she had imagined.



## THE ROAD TO RECOGNITION

Today, Matha Garments is a well-known name in the industry. From its humble beginnings, it has grown into 15 production units, providing jobs for 350 people, many of whom are women.

Her success has earned her recognition, including:

- **Shining Star Award** by the Research Department of Commerce, St. Joseph's College, Irinjalakkuda
- **Samrambham Award** for Best Female Entrepreneur, presented by Shri. Shreedaran Pillai, Governor of Goa

Beyond business, Usha is passionate about mentoring other women, encouraging them to take control of their own financial futures.

## LOOKING AHEAD

Usha Stanley's story is one of hard work, belief, and perseverance. A deeply spiritual person, she credits her faith for guiding her through challenges and giving her the strength to keep moving forward. Her journey is an inspiration to women who dream of building something of their own but worry about the obstacles ahead. She proves that with passion, persistence, and the right support, success is always within reach.



# Reviving Tradition, Building Trust: The Story of Dhanya Sethumadhavan



For Dhanya Sethumadhavan, Ayurveda was more than just a profession—it was a calling. She envisioned a space where people could experience the true power of holistic healing, blending ancient wisdom with modern advancements. With this vision, she founded the Deepanjali Group of Ayurveda Hospitals and Clinics, but turning that dream into reality came with its share of challenges.

Building a healthcare institution required more than medical expertise. Funding the infrastructure, sourcing high-quality herbs, meeting regulatory requirements, and earning patient trust were just a few of the hurdles she faced. At a time when allopathic hospitals dominated, convincing people to choose Ayurveda required persistent effort. Recruiting skilled Ayurvedic practitioners, ensuring a steady supply chain, and balancing traditional practices with modern diagnostics all added to the struggle.

But Dhanya was determined. She knew that with the right approach, Ayurveda could regain its place in mainstream healthcare.

## BREAKING BARRIERS, RESTORING FAITH

Dhanya tackled every challenge with strategy and dedication. She secured a Mudra loan, giving her the financial push to invest in infrastructure, staff, and technology. Instead of waiting for patients to come to her, she took Ayurveda to them. Organizing health camps, awareness seminars, and community outreach programs, she introduced people to the benefits of traditional healing.

Quality was non-negotiable. She built strong direct relationships with trusted suppliers, ensuring that only the purest herbs and medicines were used. To strengthen credibility, she incorporated modern diagnostic tools, bridging the gap between ancient healing and contemporary healthcare practices.

As more patients shared their success stories, word-of-mouth became Deepanjali's strongest asset. What began as a single facility soon grew into a trusted network of Ayurveda clinics, serving people across multiple locations.

## THE ROAD TO RECOGNITION

Over the years, Dhanya's Deepanjali Group of Ayurveda Hospitals and Clinics has earned a reputation for excellence, leading to:

- Regional awards for outstanding contributions to Ayurvedic healthcare
- Significant growth, expanding to multiple facilities with a growing patient base
- Recognition in local media for her efforts in promoting holistic healing
- International opportunities as a consultant, sharing her expertise beyond India

## LOOKING AHEAD

For Dhanya, Ayurveda is not just a treatment—it is a way of life. She continues to advocate for holistic healing, patient education, and the integration of Ayurveda into modern healthcare systems. Her journey is a testament to the power of perseverance, knowledge, and belief in a greater purpose.

Her guiding principle? **"Care for the body, calm the mind, and let nature heal."**

# Honoring a Dream, Building a Future: The Story of Rosy Paul



## STEPPING INTO LEADERSHIP

Determined to keep the company running, she took it upon herself to learn everything she could. Without any formal business experience, she reached out to college professors for lessons in finance and accounting. She spent time understanding business documents and training herself in computer skills, ensuring she had the knowledge needed to make informed decisions. Balancing business and family life was not easy, but she committed herself fully to the responsibility she had taken on.

## THE ROAD TO RECOGNITION

Through dedication and strategic decision-making, Rosy not only kept the company afloat but also expanded it. She later established **Star Flex**, strengthening her presence in the industry. Her contributions were recognized with:

- **Certificate of Appreciation** from the Office of the Chief Commissioner of Central Tax, Central Excise, and Customs for outstanding tax compliance and contributions to economic growth.

Beyond her business success, Rosy has inspired many by proving that determination and a willingness to learn can help overcome even the toughest challenges.

## LOOKING AHEAD

Rosy Paul's story is one of strength, ambition, and an unwavering commitment to those who depend on her. What began as an unexpected responsibility has grown into a thriving business and a lasting legacy.

Her guiding philosophy? **“One should imbibe oneself with self-confidence, passion, and work tirelessly towards achieving their goals, apart from having a mere will.”**

Rosy Paul never planned to run a business. Star Plastics, a manufacturer of industrial pipes and fittings, was founded by her husband. Together, they navigated the challenges of starting a company, including importing machinery from Bombay, finding reliable dealers, and much more. Just when the business was gaining stability, tragedy struck.

With the unexpected passing of her husband, Rosy was faced with a difficult choice. She had to take charge of the company while also raising her children. Many questioned whether she could lead such a large enterprise, but for Rosy, there was no question. The business was not just about her family; it was the livelihood of many employees who depended on it.



# Strength in Every Step: The Woman Behind Calorie Bee Fitness

For Sinju, fitness was more than just exercise. It was about strength, confidence, and pushing limits. She wanted to build a space where people could transform themselves. However, turning that vision into reality was not easy.

Starting a fitness business required significant investment, and securing funding was a challenge. As a woman entrepreneur stepping into the fitness industry, she often faced skepticism. Investors and lenders underestimated her ambitions, making it difficult to get the support she needed. Rather than letting those doubts hold her back, she focused on proving her capabilities through action.



## BUILDING STRENGTH IN BUSINESS

With determination and the backing of her family, Sinju committed herself fully to her vision. She used her skills as a dietitian and fitness trainer to create a space where clients saw real results. Every satisfied customer became a testament to her expertise, and word spread quickly.

Rather than being discouraged by financial hurdles, she worked within her means, patiently and strategically, slowly expanding her business step by step. Over time, she turned new business opportunities into multiple thriving fitness centers, steadily growing her reach and reputation.

## THE ROAD TO EXPANSION

What started as a single gym is now a thriving fitness network. Calorie Bee Fitness operates seven training centers across Thrissur, including locations in Cheror, Kolazhy, Thanikudam, and Thrissur town. She has built a team of 25 dedicated employees, ensuring that every branch delivers high-quality training and nutrition guidance.

With 11 years of experience, Sinju has established herself as a respected figure in the fitness industry, helping people not just lose weight but change their lives.

## LOOKING AHEAD

Sinju's journey is proof that success is built through perseverance, bold decisions, and the courage to challenge expectations. She has shown that strength is not just about lifting weights but about standing firm in the face of doubt.

Her guiding belief is simple. **"Whenever we are ready to take risks, victory will automatically approach us."**

# Building a Dream: The Woman Behind Icon Global Educational Society



In 2022, Kapa Jancy started with just a small tuition center, teaching five students. But she had a vision - one that went beyond a single classroom. She dreamed of building an institution that would shape young minds and create opportunities for the next generation.

The journey was anything but easy. Financial constraints loomed over her dream, making even the smallest steps a challenge. Setting up proper infrastructure required resources she didn't have, and without external support, every decision felt like a leap of faith. But she refused to back down.

## TURNING OBSTACLES INTO OPPORTUNITIES

Jancy knew that to grow, she had to make bold choices. When funds ran low, she courageously pledged all her gold to secure a loan. This ensured her school had the resources it needed. But financial struggles weren't her only hurdle.

Securing school affiliation proved to be an even greater battle. Facing bureaucratic roadblocks and pressure to offer favors, Jancy stood her ground. She refused to compromise on her principles, fighting every challenge with determination and resilience. Her honesty and perseverance paid off, and she successfully built the school she had envisioned.

## A JOURNEY OF GROWTH AND RECOGNITION

From a humble start with just five students, Jancy's unwavering commitment to education has transformed her institution into a thriving school! With over 250 students in just three years, her dedication has not gone unnoticed. Her dedication and impact in the education sector have earned her prestigious accolades, including the Entrepreneur of the Year Award from Aram Seyya Virumbu Arakattalai, the International Women Icon Award 2024 from MTTV India Digital TV Media, and recognition for building the Best Entrepreneur School. Each milestone is a testament to her perseverance, vision, and the lasting difference she continues to make in shaping young minds.

## LOOKING AHEAD

Kapa Jancy's journey is a testament to perseverance, bold choices, and the courage to defy expectations. **"Success is not about wealth or luck; it's about resilience, hard work, and the courage to stand strong when the world tests you."**

Her story continues to inspire, proving that when passion and perseverance come together, no dream is out of reach.



# Sweeping Away Doubts: The Story of Estherrani Abraham



## HARD WORK THAT PAID OFF

Estherrani knew that success would not come overnight. She worked tirelessly, ensuring that quality service and reliability became the foundation of her business. With the unwavering support of her spouse and family, she took on every challenge that came her way.

As word spread about her company's commitment to excellence, Swachh Bharath Service began securing contracts with major institutions, including the KLE Society in Belgaum and Hubli. What started as a small team quickly grew into a workforce of over 200 employees, many of whom are women from underprivileged backgrounds.

## A BUSINESS THAT EMPOWERS

Beyond growing a successful company, Estherrani takes pride in the impact her business has on people's lives. By creating jobs, she has helped many women achieve financial independence, earning her recognition from several women's Self-Help Groups (SHGs) for her contributions to women's employment.

Her journey is proof that believing in yourself and lifting others up can create lasting change.

## LOOKING AHEAD

From starting with just five employees to leading a company with a workforce of 200+, Estherrani's journey is a testament to hard work, determination, and the power of self-belief.

Her guiding principle remains simple yet powerful: **"Believe in yourself."**

For Estherrani Abraham Yandluri, entrepreneurship was about more than just business. It was about creating opportunities, empowering women, and making a difference in her community. When she founded Swachh Bharath Service in 2000, she started with just five employees and a vision to provide professional cleaning services to major institutions.

The journey was anything but easy. Securing funds to get the business off the ground was a major hurdle, but she was determined to move forward. With the initial support of a gold loan, she took her first steps toward building what would become a thriving enterprise.

# Blending Tradition with Success: The Story of Shashi Devi Agarwal

For Shashi Devi Agarwal, sweets and snacks were more than just products. They reflected tradition, craftsmanship, and the joy of sharing good food. As the director of M/S Bhikharam Chandmal Sweets & Snacks Pvt Ltd, she turned her deep understanding of flavors into a growing business, offering a range of sweets, namkeen, and baked goods through retail stores and e-commerce platforms.

Stepping into the world of manufacturing was not something she had always planned. Managing a business while raising a family comes with its own set of challenges. Yet, in 2016, she embraced the opportunity to build something of her own, determined to make her mark in a competitive industry.

## LAYING THE FOUNDATION FOR GROWTH

Having grown up in a business-oriented family, Shashi Devi was no stranger to the demands of trade. She took a bold step forward by moving beyond selling sweets and venturing into production, ensuring that every item met the highest standards of quality. Over time, she introduced a diverse selection of products, adapting to customer preferences while staying true to her brand's heritage.

## A BUSINESS THAT KEEPS GROWING

Understanding the potential for expansion, she formally established her company in 2016. What started with a single store soon grew into a well-recognized name, known for its authentic taste and commitment to excellence. With strategic decision-making and an eye for opportunity, she successfully scaled her operations, achieving an annual turnover of INR 26.33 crore.



## LOOKING AHEAD

Shashi Devi Agarwal's journey is a reminder that determination, adaptability, and passion can transform any idea into a flourishing enterprise. She has shown that success comes not from choosing between family and business but from finding a way to build both with commitment and care.

Her story serves as an inspiration for women who aspire to take charge of their dreams and turn them into reality.



# Powering Success: The Story of Geetha Gopinath Nambiar

For Geetha Gopinath Nambiar, stepping into the world of electrical engineering was an ambitious leap. Coming from a traditional background with no prior business experience, she knew the journey would be challenging. However, her time working for a leading electrical engineering firm gave her valuable insights. Attending Vibrant Gujarat seminars and exhibitions sparked her entrepreneurial spirit, and in 1997, she decided to start her own venture.

With limited resources, she began as an electrical contractor, running operations from a small corner of her home. Securing projects was difficult, and gaining credibility in a male-dominated industry proved even harder. Determined to succeed, she pursued entrepreneurship training, deepened her industry knowledge, and eventually expanded into manufacturing customized electrical panels and cable trays.



## BUILDING A STRONG FOUNDATION

Starting small did not deter Geetha from thinking big. Winning large contracts was an uphill battle, but she remained focused. With time, she mastered tendering, bid management, and project execution, positioning herself as a trusted name in the field.

Her persistence paid off, and today, G Sons Power has grown into a leading manufacturer and contractor, delivering large-scale electrical projects.

## THE ROAD TO EXPANSION

What began as a home-based venture has transformed into a thriving enterprise. Some of her key milestones include:

- Licensed Electrical Contractor for major projects
- Established a full-scale manufacturing plant
- Secured an INR 1.5 crore contract for the GIFT City Project
- Awarded an INR 3.2 crore contract for 11KV substation work at Banas Dairy
- Ventured into compact substation manufacturing in 2024, successfully executing two projects

Her achievements have been widely recognized, earning her prestigious awards, including:

- Rising 100 Star Women Entrepreneurs of Gujarat, presented by Hon. Minister Shri Saurabh Bhai Patel
- Excellence Award in Manufacturing (2023) by COWE, Hyderabad
- Best Manufacturer Award (2024) by Karnavati Nair Seva Samity
- Featured in Times of India, Indian Express, and Madhurima

## LOOKING AHEAD

From starting as a small contractor to leading a recognized manufacturing business, Geetha's journey is a testament to hard work, ambition, and perseverance.

Her guiding principle is simple:

**“Dream big, set goals, and put in the effort to achieve them. Nothing is impossible when you strive for excellence.”**

# Designing Success: The Story of Nooha Sajeev

When Nooha Sajeev set out to build her own fashion brand, she knew the challenges ahead would be steep. Iha Designs began as a vision to blend elegance with innovation, but turning that vision into a thriving retail business required more than just creativity.

Establishing a brand in the fashion industry meant competing with well-established names, attracting customers, and ensuring quality standards remained high. Building brand awareness was an uphill battle, and standing out in a crowded market required both strategy and persistence. Nooha had to understand changing trends, invest in customer relationships, and create designs that spoke to the modern consumer.

## FROM CHALLENGES TO GROWTH

Rather than letting obstacles slow her down, Nooha embraced every challenge as an opportunity to innovate. She developed a strong online presence, using social media and digital marketing to reach a wider audience. Collaborating with influencers and industry experts helped boost credibility and attract loyal customers. By conducting extensive market research, she identified key customer needs and tailored her collections to meet evolving preferences.

Her commitment to quality and craftsmanship set Iha Designs apart. Each piece blended traditional artistry with contemporary fashion, creating a signature style that appealed to customers in Alappuzha, Kochi, and the UAE. Over time, what started as a small venture grew into a leading fashion brand with a strong reputation for elegance and exclusivity.

## THE ROAD TO SUCCESS

Nooha's impact goes beyond fashion. As the managing director of Iha Designs, she leads a team of 500 employees, the majority of whom are women. She has built a workplace that fosters growth, inclusivity, and opportunity, proving that



success is not just about business, but about empowering those around her.

Her leadership and dedication to excellence have helped establish Iha Designs as a trusted name in the industry. Through mentorship and advocacy, she continues to uplift and inspire women entrepreneurs and designers, encouraging them to follow their creative ambitions and build businesses of their own.

## LOOKING AHEAD

Nooha Sajeev is more than a fashion entrepreneur. She is a leader, a mentor, and a visionary. With every collection, she redefines elegance. With every opportunity she creates, she strengthens the foundation for future women in the industry.

Her journey proves that success is built on passion, persistence, and the courage to transform challenges into stepping stones.

# Building a Healthcare Legacy: The Journey of Rehna Ashraf



Rehna Ashraf's entrepreneurial journey is a testament to dedication, resilience, and unwavering determination. As a partner of Craft Hospital & Research Centre, she has been instrumental in improving healthcare in Kodungallur. However, her journey hasn't been without its fair share of challenges.

When the hospital was first established, Rehna struggled to equip it with medical staff adept at their respective roles. Not only did she encounter hurdles in hiring candidates with the right set of skills across various departments, she also had to travel long distances to source medical supplies. Attempting to develop world-class IVF and medical facilities in a small town came with its own set of challenges, as did training and retaining local talent in the healthcare sector. But instead of being daunted, Rehna resolved to overcome these bumps in the road.

## OVERCOMING OBSTACLES

She took the reins herself to ensure smooth operations regarding hospital functions. Determined to find the right people for the job, she led recruitment initiatives and dedicated herself to training locals to create a skilled workforce. Her tenacity drove her to travel internationally to study advanced hospital management, enabling her to implement best practices at Craft Hospital. Her efforts not only elevated healthcare standards in the region but also uplifted the community by increasing employment opportunities.

## AN INDELIBLE MARK ON HEALTHCARE

Through every challenge, Rehna persevered, and her dedication established Craft Hospital as a leading IVF and multi-specialty facility. Demonstrating exceptional leadership skills, she worked diligently to introduce international medical standards into the local healthcare landscape. Rehna also played a crucial role in training and employing professionals in the healthcare industry, ensuring quality care reached everyone in need.

## LOOKING AHEAD

Rehna's sense of purpose is rooted in the belief that **"Quality healthcare should be accessible to everyone, regardless of location."** She embodies this principle perfectly; her commitment to providing world-class healthcare in a developing town is nothing short of inspiring, emphasizing that passion can go a long way and that no dream is too big to achieve.



# Baking a Hometown Dream – The Story of Lullu Sahadevan

Lullu's journey is one of quiet determination. Born and raised in a small town, she learned early on that persistence is the key to success. Her love for baking began in the UK, where she mastered the craft. But a dream kept calling her back home to Cherthala, a small town in Kerala where tradition shaped every culinary choice. She wanted to bring a world-class patisserie to a place where baking was still seen through a conventional lens.

The idea was ambitious, and the challenges were clear. Would people embrace bubble tea, a drink they had never heard of? Could a high-end patisserie thrive in a town deeply rooted in tradition? Skepticism followed her every step, with many predicting failure. But Lullu wasn't here to play it safe.

## TURNING DOUBTERS TO BELIEVERS

Starting LUBACA, the manifestation of Lullu's dream, meant stepping into uncharted territory. Cherthala's market was conservative, cautious, and resistant to innovation. People weren't accustomed to artisanal cakes or specialty beverages, and the idea of premium patisserie offerings seemed like a gamble.

But Lullu knew success was less about waiting for approval and more about creating something worth believing in.

Her father, V. R. Prasad, was her greatest source of strength. His encouragement, faith, and constant support helped her stay the course, even when the odds seemed stacked against her. Alongside a dedicated team, she poured her heart into crafting flavors that could redefine the local bakery experience.



## DEFYING EXPECTATIONS

It didn't take long for LUBACA to prove its place. In just over a year and a half, what began as an ambitious dream became a profitable, fast-growing business. The patisserie gained a loyal customer base, and the once-skeptical town embraced the flavors of change.

Now, with a solid foundation in place, Lullu is already looking ahead. Expansion plans are in motion, and her vision is no longer just a possibility—it's a reality in the making.

## LOOKING AHEAD

Lullu's story is a testament to resilience, risk-taking, and reinvention. As she continues to grow her business, she remains committed to delivering quality and innovation. She draws inspiration from the words of Samuel Beckett: **"Ever tried. Ever failed. No matter. Try again. Fail again. Fail better."**

# Driving Change: The Story of Anuradha Udayshankar



When Anuradha Udayshankar set out to launch Go Pink Cabs, she was on a mission to provide safe and reliable transport for women, by women.

Creating a women-driven cab service was not easy. Banks refused to finance the venture, dismissing it as too risky. Airport authorities rejected the idea, believing women drivers could not handle the job. Without government support or investors, funding the business was nearly impossible. Despite these challenges, Anuradha refused to give up.

## TURNING CHALLENGES INTO MILESTONES

She began small in 2015, with limited financial support, providing safe rides for pregnant women, autistic children, and senior citizens. However, her vision extended beyond city streets. She aimed to introduce Go Pink Cabs at Kempegowda International Airport, ensuring a reliable travel option for women at all hours.

Her requests were repeatedly denied, but she persisted. She wrote directly to Prime Minister Narendra Modi and other officials, raising awareness about barriers women entrepreneurs face. Support finally came from Aviation Minister Suresh Prabhu, bringing her closer to her goal.

Even with government recognition, airport authorities set a condition—she needed 50 cabs to begin operations. Without major funding, this was an impossible ask. Refusing to quit, she secured support from Mr. Kumara Pushkar and Airport CEO Mr. Harihar, who helped her gain approval to start with 10 cabs. On January 7, 2019, Go Pink Cabs became India's first women-only cab service at an international airport.

## THE ROAD TO SUCCESS

Today, Go Pink Cabs has 25 vehicles operating 24/7, serving over two lakh women passengers. Under Anuradha's leadership, 150 women have been trained as professional drivers, many now owning their cabs and securing financial independence.

Her impact goes beyond transportation. Go Pink Cabs provides its drivers with self-defense and martial arts training, ensuring their safety on the job. The initiative has also extended opportunities to transgender individuals, promoting inclusivity in the workforce. Through collaborations with NGOs, more women are being trained and employed as professional drivers, creating a ripple effect of empowerment.

Anuradha's dedication has earned her widespread recognition, including the Sakshama Women Achievers Award, Zee Kannada Achievers Award, and Enterprising Women Achievers Award.

## LOOKING AHEAD

Anuradha Udayshankar has redefined what is possible for women in the transport industry. With every cab on the road, she is changing perceptions, breaking barriers, and proving that true empowerment comes from lifting others along the way.

# Redefining Education: The Story of Dr. Siya Seth



**D**r. Siya Seth believed that education should evolve beyond traditional methods, yet breaking barriers in this sector was no easy task. She envisioned SELIN Club and Academy as a space where educators could collaborate and grow beyond borders. However, establishing credibility, securing financial stability, and proving real-world impact came with challenges.

Expanding internationally added another layer of complexity. Cultural differences, language barriers, and trust-building made it difficult to enter new markets. Many institutions hesitated to embrace change, questioning the need for upskilling in education.

## HURDLES TO HURRAY!

Rather than letting resistance slow her down, Dr. Siya tackled every obstacle with strategy and persistence. She built SELIN's credibility by becoming a thought leader, writing impactful content, and forming global collaborations. Understanding that trust was key, she tailored SELIN's approach to fit regional needs, ensuring accessibility and relevance.

Expanding into 28 countries, she positioned SELIN as a recognized force in educational innovation. Instead of following conventional paths, she created her own, proving that adaptability and vision could transform an industry resistant to change.

## ILLUMINATING THE LAMPS FOR A BRIGHTER FUTURE

Dr. Siya's work has earned her international recognition, including an honor from the House of Lords, London. As a published author, she continues to inspire through her writing. More than an academy, SELIN has become a global ecosystem where educators find career growth, personal branding, and leadership development opportunities.

## LOOKING AHEAD

Dr. Siya Seth's journey is a testament to foresight and an unshakable belief in transformation. She redefined education by proving that change is not just necessary—it is inevitable. In her words, **“Women in business aren't just breaking glass ceilings—we're building new foundations for the future.”**



# Redefining Leadership in Textiles: The Story of Suchitra Anil Menon

When Suchitra Anil Menon entered the textile industry, she was venturing into unfamiliar territory. With no background in textiles and no family ties to the business, she faced skepticism about her ability to lead a manufacturing enterprise.

The industry had been traditionally male-dominated, making it difficult to gain the trust of factory workers and business partners. Many questioned whether a leader lacking technical expertise could drive success in such a specialized field. Rather than allowing doubts to deter her, she saw them as challenges to overcome.

## BREAKING BARRIERS AND BUILDING EXPERTISE

Suchitra entered the role with a strong foundation in finance and corporate leadership. A Chartered Accountant by profession, she had previously led corporate finance at Harrisons Malayalam Limited, which gave her the confidence to navigate large-scale enterprises.

To bridge the gap in technical knowledge, she immersed herself in every aspect of the business, from sales and operations to production. She learned the intricacies of linen manufacturing, recognizing its potential as a premium, sustainable textile. Her ability to adapt, learn, and lead with conviction soon earned her the respect of her team.

Beyond growth strategies, she emphasized creating an inclusive and empowering workplace, ensuring that women employees had opportunities to excel in an industry where they were often underrepresented.



## THE ROAD TO SUCCESS

Under Suchitra's leadership, WFB Baird & Company India Private Limited has strengthened its domestic and international presence in the linen industry. The company has participated in prestigious events such as Lakmé Fashion Week, showcasing the versatility and luxury of linen on a grand stage.

She is the longest-serving Indian CEO of WFB Baird's India operations, successfully localizing and expanding the company's footprint. The company has embraced sustainability, innovation, and inclusivity under her leadership, setting new benchmarks in the textile industry.

## LOOKING AHEAD

Suchitra Anil Menon's journey stands as a testament to determination, adaptability, and fearless leadership. She entered the industry as an outsider and proved that expertise can be built, respect can be earned, and success follows those willing to learn and lead with vision. In her own words, **"Nothing can stop a person who is talented and committed to hard work and enterprise."**

# A Bold New Beginning: The Deepali Kashikar Story



## FROM HOMEMAKER TO ENTREPRENEUR

Deepali had to navigate everything on her own—from creating a business plan to identifying buyers, marketing her products, and securing financial support. The prospect of building a manufacturing business was daunting, but she refused to let fear dictate her path.

Her passion for health and wellness led her to launch Deepali Coldpressed Oil, a brand focused on providing high-quality, natural alternatives. Despite the hurdles, she remained steadfast, driven by her desire to set an example for her children and create something meaningful.

## A JOURNEY OF GROWTH AND RECOGNITION

Through hard work and perseverance, Deepali successfully built a strong foundation for her business. Within just a year, her brand gained recognition and established a growing presence in the market. Her journey is a testament to her dedication and belief that with the right mindset, success is within reach.

## LOOKING AHEAD

Deepali Kashikar's story proves that reinvention is always possible. She turned obstacles into opportunities and built a business that reflects her passion and determination. Her journey is an inspiration to anyone standing at the edge of uncertainty, showing that with persistence, every new beginning holds the promise of success.

**D**eepali Kashikar's journey is one of resilience, determination, and the courage to start anew. After dedicating years to raising her family, she found herself longing for something more. She wanted to prove to herself and her children that it is never too late to chase a dream. At 47, with no prior business experience, she made the bold decision to step into the world of entrepreneurship. Launching a manufacturing business from scratch was daunting, especially after a decade-long career gap, but she was determined to succeed. She saw this venture not just as a personal milestone but as a lesson for her children.

# From Passion to Purpose: The Story of Minisha Arun Thottam



## TURNING PASSION INTO A BUSINESS

Managing a full-time job, a young child, and a growing online business quickly became overwhelming. Minisha found herself struggling to balance it all. Her husband recognized the stress and asked her to choose what made her happiest. Without hesitation, she resigned from her HR role to focus entirely on her business. It was a huge risk, especially during the uncertainty of the COVID-19 pandemic, but she believed in her decision.

With no prior business experience, every step was a challenge. Finding reliable vendors was one of the biggest hurdles. She spent months researching, ordering samples, and traveling to different places to source high-quality fabrics at budget-friendly prices. She learned through trial and error, constantly improving her products based on customer feedback.

## ACHIEVEMENTS AND GROWTH

Minisha's determination paid off. Her business, Décor Diary, flourished, and her efforts were recognized. She was selected as a panelist at the BNI Cochin Annual Meet, where she was named one of the top five emerging business leaders from Kochi. Her inspiring journey was featured in the Mathrubhumi She Can Campaign, gaining millions of views across social media platforms. Her Instagram page also grew exponentially, reaching over 250,000 followers.

## LOOKING AHEAD

Minisha's journey is a testament to the power of taking risks and following one's passion. She turned her love for home styling into a thriving business by embracing challenges and learning every step of the way. She believes that dreams are worth pursuing and lives by the mantra, **"If you have a passion for something, give it a try at least once."** Her story encourages others to take that first step, no matter how uncertain the path may seem.

**M**inisha Arun Thottam had a stable career as an HR manager, but something inside her longed for more. She always dreamed of starting a business, though she was unsure of what path to take. The turning point came during her housewarming when guests showered her with compliments on her home styling. That moment sparked an idea. Could her passion for home styling become something bigger? She decided to test the waters by starting an Instagram page to sell home linens featuring her styling ideas. To her surprise, the response was overwhelming. Orders began pouring in, and her online business started to grow.



# Transforming Cuddalore's Skyline: The Story of Anitha R



When Anitha R first imagined a modern shopping mall in Cuddalore, she was met with doubt. The idea seemed ambitious for a town that had never seen a large-scale commercial complex. Yet, Anitha was no stranger to challenges.

Coming from a family of entrepreneurs, she was inspired by her father, who opened Cuddalore's first iconic theater and a thriving jewelry business. Though she initially dedicated herself to family life after marriage, her passion for design and construction never faded. She began exploring interior design projects, balancing work while managing family responsibilities.

Her breakthrough came in 2004, when she took her first step into the construction industry, eventually completing nearly 40 projects.

## TURNING A VISION INTO REALITY

The idea for Cuddalore's first shopping mall took shape after a visit to a Chennai mall, where she wondered, "Why not bring this experience to my town?" The challenge was significant. A mall required at least 50,000 sq. ft., but she had only 35,000 sq. ft. The COVID-19 pandemic added further setbacks, delaying construction and causing major retail brands to pull out.

Instead of giving up, Anitha adapted and found solutions. She worked with expert architects to maximize space efficiency and approached new retail partners. Her persistence led to securing Reliance and PVR Cinemas, ensuring the project moved forward. In 2023, despite all odds, Cuddalore's first-ever mall opened its doors—an INR 45 crore project that transformed the town's retail landscape.

## THE ROAD TO SUCCESS

The mall stands tall with three basement parking levels and six floors, housing renowned retail brands and a premium cinema experience.

Anitha's achievements have been recognized with honors such as the Pride of Cuddalore Award and the Ratchagar Appreciation Award. She was also conferred a Doctor of Commerce by Global Human Peace University, acknowledging her impact on business and development.

## LOOKING AHEAD

Anitha R's journey from homemaker to business leader is a testament to vision, resilience, and unwavering determination. Her success has reshaped Cuddalore's commercial landscape, bringing opportunities to the town and setting new benchmarks in urban development. She continues to push boundaries, proving that with determination and the right support, even the most ambitious dreams can become reality.

# Innovating with Purpose: The Story of Lakshmi N Menon



## TURNING CHALLENGES INTO IMPACT

Lakshmi knew that for these initiatives to succeed, people needed to see their value. She positioned each product as a solution to an urgent problem, whether it was sustainability, waste management, or economic empowerment. By crafting a narrative that connected deeply with the public, she ensured that her ideas resonated with people across different backgrounds.

She also focused on global outreach, offering training in 19 countries and adapting her projects to different regions. Through creativity, persistence, and a deep commitment to social change, Lakshmi transformed obstacles into stepping stones for impact.

## A JOURNEY OF RECOGNITION AND GROWTH

Her initiatives have gained widespread recognition. She co-created Chekutty Dolls, made from flood-damaged handloom fabric, to support weavers affected by the 2018 Kerala floods. Her plantable paper pen sparked a global sustainability movement.

Lakshmi's contributions have earned her prestigious accolades, including:

- Earth Day Network Star (2018) for environmental impact
- Vanitha Woman of the Year (2020)
- Recognition from Amitabh Bachchan on Star Plus
- A position on the Governing Council of the National Innovation Foundation (2018)

## LOOKING AHEAD

Lakshmi N Menon's journey proves that creativity, when combined with purpose, can transform lives. She remains committed to developing solutions that empower people, protect the environment, and inspire future changemakers.

Lakshmi N Menon has always believed that innovation should serve a purpose. As a social entrepreneur and designer, she set out to create projects that uplift communities, promote sustainability, and revive cultural heritage. However, pioneering unique initiatives came with its own set of challenges.

Each project had no existing model to follow. Wicksdom engaged senior citizens in making lamp wicks. Choolala partnered with visually impaired women to create handcrafted products. Shayya turned tailoring waste into mattresses for the elderly. When she introduced plantable paper pens, she had to convince people to invest in sustainability over cheap plastic alternatives.

# Strength in Strategy: The Story of Pamela Anna Mathew

**W**hen Pamela Anna Mathew entered the electronics and manufacturing sector, she faced an industry traditionally dominated by men. Gaining the trust of stakeholders, employees, and clients proved challenging, as women rarely held leadership roles in this field.

The most significant hurdle came in 1996 when O/E/N India Ltd's foreign joint venture partner, OAK Industries Inc., exited the business. With the company suddenly on its own, Pamela had to steer its future without the backing of an international partner. Competing in the global market without external support posed a major risk, demanding a complete strategic realignment.

## REDEFINING LEADERSHIP AND STRATEGY

Rather than viewing the situation as a setback, Pamela focused on innovation and self-sufficiency. She invested in research and development, strengthening O/E/N's manufacturing capabilities and ensuring it could compete globally.

She diversified the company's operations to expand beyond its traditional markets, securing contracts in defense, telecom, and ISRO projects. Her ability to adapt to industry demands and build strong relationships allowed O/E/N to grow despite the absence of a foreign partner.

At the same time, Pamela was committed to breaking gender norms in manufacturing. She encouraged more women to step into leadership roles, ensuring that inclusivity became part of the company's culture.

## LOOKING AHEAD

Pamela Anna Mathew's journey exemplifies determination, foresight, and transformative leadership. She has elevated O/E/N India Ltd into a powerhouse in electronic manufacturing while championing greater representation of women in the industry.

Her story is a testament to the fact that bold vision, strategic thinking, and an unwavering commitment to progress can reshape industries and inspire future generations.



## A LEGACY OF EXCELLENCE

Under Pamela's leadership, O/E/N India Ltd has become a leader in electronic components manufacturing. Her impact extends beyond the company, as she has played key roles in shaping the industry through several prestigious leadership positions:

First female President of the Cochin Chamber of Commerce (1990-91), guiding businesses through India's economic liberalization.

President of the Kerala Management Association (1992-93), promoting modern management practices.

President of the Electronic Components Industries Association (1994-95), representing India's electronics sector.

Chairperson of CII Kerala Council (2002-03), where she received a national-level award for her contributions.

Her achievements have been recognized with honors such as the Lifetime Achievement Award from TiE Kerala (2019) and the Government of Kerala's Lifetime Achievement Award (2024) for her impact on entrepreneurship and social development.



# Breaking Barriers, Building Dreams: The Story of Mahnaz Badusha



Thirty years ago, Mahnaz Badusha stepped into a world where opportunities for women in business were scarce, especially in the Middle East. Strict regulations, societal expectations, and deeply ingrained gender norms made it difficult for women to navigate the entrepreneurial landscape. Securing licenses, gaining trust, and establishing credibility in male-dominated industries such as construction and real estate were uphill battles.

The challenges were relentless, but Mahnaz refused to back down. As she built her businesses from the ground up, she also balanced the responsibilities of motherhood, raising two sons while striving to make her mark in industries that were not designed to welcome her.

## TURNING CHALLENGES INTO TRIUMPHS

Determined to succeed, Mahnaz tackled obstacles with an unwavering belief in her abilities. She refused to let skepticism define her journey, proving herself through hard work and strategic decision-making. She built a strong network, forging key alliances that amplified her influence and helped her break through industry barriers.

Beyond building successful enterprises, she dedicated herself to supporting other women in business, ensuring they had the mentorship and resources she once lacked. Her leadership and perseverance paved the way for other women to step into roles traditionally reserved for men.

## A LEGACY OF IMPACT

Mahnaz's contributions have left a lasting mark on multiple industries. She played a crucial role in establishing the first AIDS center in Abu Dhabi, highlighting her commitment to public health. In addition, she has been instrumental in shaping the workforce of the UAE's construction and engineering sectors, recruiting over 20,000 skilled professionals who contributed to the country's rapid development.

Her dedication and vision have not only built businesses but also transformed communities, making her a respected leader in her field.

## LOOKING AHEAD

Mahnaz Badusha's journey is a testament to determination and fearless ambition. She built her success brick by brick, proving that no barrier is too great for those willing to push forward. She lives by the words, **"The most effective way to do it, is to do it,"** a philosophy that continues to guide her as she inspires the next generation of women entrepreneurs.

# Charting New Waters: The Story of Jankhana Sathish



## NAVIGATING EARLY CHALLENGES

Though Jankhana had a background in accounting, the complexities of logistics, freight forwarding, and customs clearance were entirely new to her. Encouraged by her husband, she took full charge of the business, learning every aspect from the ground up. Gaining client trust, managing operations, and ensuring financial stability were constant hurdles.

Being a woman in a male-dominated industry added to the challenges. Skepticism about her abilities and the struggle to balance family responsibilities tested her resilience. However, she never let these obstacles discourage her, committing herself to the business without compromising her role as a mother.

## STEADY GROWTH AND EXPANSION

A turning point came in 2006 when she opened an account with South Indian Bank. Their financial support helped Southern Alliance Shipping Agencies navigate crucial growth phases, allowing the company to expand its operations. Jankhana's fluency in Hindi played a key role in breaking into the North Indian market, strengthening client relationships beyond South India.

Through persistence and strategic expansion, the company grew from a struggling startup into one of the top 10 shipping agencies in Parrys Corner, Chennai. Today, with a dedicated team of 12 employees and an annual turnover of INR 35 crores, Southern Alliance Shipping Agencies stands as a trusted name in logistics.

## LOOKING AHEAD

Jankhana Sathish's journey is a testament to resilience, perseverance, and the willingness to learn. From overcoming financial struggles to breaking barriers in a male-dominated industry, she has proven that success belongs to those who refuse to quit. She hopes her story inspires other women entrepreneurs to believe in themselves, take risks, and push forward despite the odds.

# Brick by Brick: The Story of Binu Raj

In the heart of Thrissur, Binu K. Raj embarked on a journey that would transform an institution. When she took charge of Sree Sai Vidya Peedhom, the road ahead was anything but smooth. The school lacked structure, faced financial challenges, and had critically low student enrollment. With only the ground floor constructed, resources were limited, and operations were inefficient. But where others saw obstacles, Binu saw an opportunity to build something meaningful.

## LAYING THE FOUNDATION FOR CHANGE

Determined to bring order, Binu introduced structured processes centered on Sweep, Sort, and Systemize. She convinced the management to invest in much-needed infrastructure upgrades while prioritizing teacher development to enhance learning outcomes.

Recognizing that an institution is only as strong as its educators, she prioritized capacity-building programs for teachers, equipping them with the skills necessary to improve learning outcomes. Simultaneously, she led student-centric initiatives, ensuring holistic development beyond academics.

A detailed SWOT analysis became the foundation for a School Improvement Plan, guiding the institution toward sustainable growth. Engaging with parents and the community, she fostered a sense of belonging, making them active stakeholders in the school's progress.

## A LEGACY OF EXCELLENCE

Her relentless pursuit of quality education soon bore fruit. Today, Sree Sai Vidya Peedhom stands as a symbol of trust and excellence, recognized among the "100 Favourite Schools" by Times of India (2018) and awarded the "Excellent and Trusted School for Quality Education" in 2024.

Binu's influence extends beyond her school. As a CBSE Master Trainer & Mentor, she has trained educators across India in Experiential Learning, Stress Management, NEP 2020, and Active



Learning. She has delivered keynote sessions at national and international conferences, guiding institutions in pedagogical leadership.

Her contributions have earned her prestigious accolades, including:

- Outstanding Leadership Principal of the Year – Times of India
- Best Principal of the Year – Institute of Scholars, Bangalore (2020)
- Special Principal Recognition Award – Indian School Awards (2019)

## LOOKING AHEAD

With a vision rooted in **“Breathing Values, Sharing Knowledge,”** Binu K. Raj continues to lead with passion and purpose. She remains committed to shaping the next generation of educators and institutions, ensuring that quality education is accessible, innovative, and student-centered. As she expands her impact through mentorship and training, she envisions a future where schools evolve into nurturing environments that inspire lifelong learning and personal growth.



# Breaking Moulds: The Story of Laila Kurien

When Dr. Laila Kurien took over Hevea Rubber Technologies Pvt Ltd in 2008, she stepped into unfamiliar territory. With a PhD in English Literature and no prior experience in rubber manufacturing, she faced the challenge of learning an entirely new industry. At the time, Hevea operated only in southern India, with an annual turnover of less than INR 3 crores. Scaling operations, securing clients, and adapting to industry demands were critical hurdles.

## TURNING CHALLENGES INTO STRENGTHS

Determined to transform the company, Dr. Laila focused on learning the trade, strengthening operations, and identifying market gaps. Moving Hevea to the Poovanthuruthu Industrial Estate provided better infrastructure, and she expanded the company's reach into metro rail projects. Securing partnerships with L&T, Tata, GMR, and Murugappa Group set Hevea on a path to growth.

One of her toughest challenges came when a Dubai-based company poached 78% of Hevea's skilled workforce. Instead of seeing it as a setback, she negotiated directly with the company to stop further recruitment. She then rebuilt her team by hiring skilled workers from North India, which led to greater productivity and efficiency.



## A LEGACY OF INNOVATION AND EXCELLENCE

Under her leadership, Hevea achieved several milestones:

- First company in South India certified by the Ministry of Road Transport & Highways (2001)
- Approved supplier for Indian Railways (2006)
- Prequalified by Japan's NHRCL for High-Speed Rail seismic arrestors
- Awarded Best MSME Unit by the District Industries Centre

Hevea is now a major supplier of elastomeric bearings for metro projects across India. With a technical tie-up with Verdu Cachú in Spain, the company is expanding into European markets and high-speed rail projects.

## LOOKING AHEAD

With her son Kurian Kurien bringing in advanced technology and quality assurance, Hevea is set for further expansion. As India's infrastructure grows, Hevea is ready to take on a leading role. As she often says, **"Tough times don't last, but tough women do. Make a difference while you still can."**

# From Legacy to Leadership: The Story of Ms Suvetharithika



## CHAMPIONING CHALLENGES

Managing a business right after finishing her studies was no easy task. However, with an MIB degree in hand, she dedicated herself completely to learning every aspect of the trade. In an industry traditionally dominated by men, she worked tirelessly to demonstrate her commitment, enhance her management skills, and earn the trust of both employees and buyers.

Her hard work soon paid off. She established strong connections with buyers, which allowed her to secure better margins that even seasoned exporters find challenging to achieve. She also maintained the company's financial stability during market downturns, strategically making decisions that safeguarded and expanded the business.

## ACHIEVING FINE MASTERY

At just 24 years old, Ms. Suvetharithika successfully maintained her family's business legacy while making a name for herself as a young entrepreneur. She actively monitored market trends, adjusting the company's strategies to stay ahead in the competitive industry. Her leadership enabled Morning Staar Apparels to upgrade its export certification from two-star to three-star, proving her ability to drive excellence.

With her vision and perseverance, the firm is now poised for a significant expansion. This milestone will not only strengthen the company's presence in global markets but also solidify her reputation as a dynamic leader in the garment industry.

## LOOKING AHEAD

Ms. Suvetharithika's journey is just beginning. With sharp business acumen and an unwavering drive to innovate, she is determined to scale Morning Staar Apparels to even greater heights. As an optimist, she follows the mantra, **"Keep going... Everything comes to you at the right time."**

**S**tarting a business is never easy, but taking over an established family legacy brings its own set of challenges. When Ms. Suvetharithika A C joined M/s Morning Staar Apparels, she wasn't just entering a company; she was stepping into years of reputation, expectations, and industry standards.

As a newcomer in the hosiery garment manufacturing and export business, she faced the additional pressure of not only maintaining the company's success but also taking it to new heights. Her journey became even more complicated by the COVID-19 pandemic, which disrupted businesses worldwide. Instead of feeling discouraged, she embraced the challenge head-on, choosing to learn from the ground up—understanding the intricacies of garment manufacturing, export regulations, and market demands.



# Overcoming Challenges in Healthcare: The Story of Parul Chhaya



When Parul Chhaya set out to build healthcare facilities in Tanzania, she knew the journey would be tough. Getting her hospital licensed by the Ministry of Health took 18 months, forcing her to bear rent and operational costs without serving patients. Even after securing the necessary approvals, she had to wait another three years before she was allowed to accept National Health Insurance beneficiaries, further delaying revenue generation.

Beyond regulations, financial constraints posed another challenge. Securing capital for infrastructure, equipment, and operational costs required long-term planning, as healthcare investments tend to have a slow return on investment. Additionally, the shortage of skilled medical professionals made hiring and retaining doctors, nurses, and technicians difficult. The high cost of importing medical equipment, with 92 percent of healthcare products from international suppliers, made quality care even harder to sustain.

## TURNING OBSTACLES INTO MILESTONES

Despite the setbacks, Parul remained committed to her vision. She leveraged her administrative expertise and leadership skills to navigate complex regulations and ensure compliance with international healthcare standards. She actively participated in national and global healthcare conferences, keeping herself updated on industry advancements.

Building patient trust was another key focus. She started small, with only three patients a day, but through consistent service and a commitment to ethical healthcare, her hospital now serves between 250 and 300 patients daily. Her perseverance helped establish her hospital as a trusted name in the healthcare sector.

## ACHIEVEMENTS AND RECOGNITION

Under Parul's leadership, her institutions have achieved several milestones:

- First private polyclinic in Tanzania to achieve Safe Care Level 5 certification
- First clinic in Tanzania to receive ISO certification
- First EPIHC signatory in Tanzania, demonstrating commitment to ethical healthcare delivery

Her work has set new benchmarks in healthcare accessibility and service quality, ensuring patients receive world-class medical care.

## LOOKING AHEAD

Parul Chhaya's journey in healthcare has been shaped by resilience, patience, and an unwavering commitment to excellence. She is dedicated to expanding access to quality medical services, overcoming systemic challenges, and setting new benchmarks in patient care. With a vision for lasting impact, she continues to drive innovation and strengthen healthcare infrastructure in Tanzania.



# Caring Beyond Borders: The Story of Shinu Clare Mathews



## TURNING STRUGGLES INTO OPPORTUNITIES

With unwavering determination, Shinu took a bold step forward. Her two sisters stood by her, offering financial and emotional support. Even with their contributions, additional funding was needed, leading Shinu to take a bank loan to bring her vision to life.

In 2018, she opened her first care home, Clare Mount, named after her mother, Claramma. As demand increased, she expanded by taking over two more care homes—Angel Mount and Zion Mount. These facilities gained a reputation for their exceptional care and inclusive workforce, offering opportunities for Malayalis who shared her commitment to patient care.

## A JOURNEY OF GROWTH AND GIVING BACK

Shinu's success was not just about building a business. She believed in giving back to the community. In 2017, she took a 15,000-foot skydive to raise funds for 100 aspiring nursing students in Kerala. She repeated the skydive in 2022, raising INR 10 lakh for students in need.

In 2021, she participated in the three-peak challenge, scaling three mountains within 24 hours to fund charitable initiatives.

Her family home in Ayarkunnam has been transformed into Santhwanam, a charitable trust that has provided dialysis kits to 100 patients and is building four houses for underprivileged families. Her next goal is to turn the home into a care center for the elderly, in memory of her youngest sister, Shinurani.

## LOOKING AHEAD

Shinu Clare Mathews' journey is a story of compassion and determination. She turned challenges into stepping stones, building a successful care home business while staying true to her mission of helping others.

She lives by a simple but powerful belief, **"Believe in yourself. If you do what you can, then God will do what you can't."**

**W**hen Shinu Clare Mathews arrived in the UK in 2002, she had a nursing degree from Ram Manohar Lohia Hospital in New Delhi and a dream of building a better future. She took her first job at a care home, where she saw the growing need for compassionate elderly care, especially for dementia patients.

Though she became a registered nurse and later a care home manager, starting her own care home came with immense challenges. Finding clients was difficult, and financial limitations made it even harder. She invested her savings, but it was not enough to get the business off the ground.

# Creating Comfort, Building Trust: The Story of Shyma Dhinesh

When Shyma Dhinesh started Sunvalley Homes, she envisioned more than just a place for travelers to stay. She aimed to create an experience that combined comfort, hospitality, and trust, ensuring that every guest felt at home. Over the years, she has built a reputation for excellence, but sustaining a tourism business comes with its own challenges.

The COVID-19 pandemic brought the hospitality industry to a standstill. Lockdowns, travel restrictions, and the E-Pass system severely impacted operations. Just as things were starting to recover, landslides in Wayanad further affected the tourism sector in the Nilgiris district, making it even harder for hotels and resorts to attract guests. Many businesses struggled to survive, and Sunvalley Homes faced the same uncertainty.

## A COMMITMENT TO EXCELLENCE

Rather than letting the challenges define her business, Shyma focused on what she could control—exceptional service and customer satisfaction. She believed that guests would return if they felt genuinely valued.

Shyma worked closely with her team of over 50 employees, ensuring that everyone was trained to offer warm, professional, and personalized service. She actively participated in team meetings and feedback sessions, listening to both employees and guests. Any suggestions for improvement were taken seriously and implemented promptly.

This customer-first approach worked. While many other hotels struggled to attract visitors, Sunvalley Homes thrived on repeat guests and word-of-mouth recommendations.



## A DESTINATION OF CHOICE

Shyma's dedication to quality and guest satisfaction has made Sunvalley Homes one of the top-rated resorts in Coonoor. The property has earned:

- 9.5/10 rating on Booking.com
- 5/5 rating on TripAdvisor
- Recognition as one of the finest resorts in the region.

Beyond Coonoor, Sunvalley Homes has expanded to Palakkad, offering a unique farmstay experience. Their New Year event at the Palakkad property was even covered by leading Malayalam news channels, showcasing the brand's growing appeal.

## LOOKING AHEAD

For Shyma Dhinesh, success means creating a place where both guests and employees feel valued. She invests in her team, ensures the right people are in the right roles, and keeps employees motivated. Her vision is to make Sunvalley Homes a name synonymous with comfort, trust, and unforgettable hospitality.

# Shaping Bright Futures: The Story of Valluri Himabindu



## TURNING CHALLENGES INTO OPPORTUNITIES

With the support of family, colleagues, and friends, Himabindu built a strong foundation for her schools. She ensured that Happy Childhood Academy and Lovely Children Educational Society stood out by prioritizing cleanliness, high-quality education, and strong teacher-parent communication. Offering smaller class sizes and a specialized curriculum helped her create a more personalized learning experience.

To attract and retain passionate educators, she fostered a positive work culture, encouraged professional development, and ensured fair compensation. This commitment led to the creation of an all-female staff institution that thrives on teamwork and dedication.

When classrooms shifted online, Himabindu and her team adapted by embracing technology. They introduced interactive and user-friendly virtual platforms, ensuring that even the youngest learners could stay engaged. Weekly activity schedules for parents helped reinforce learning at home, maintaining the school's focus on social-emotional development and creative play.

## A JOURNEY OF GROWTH AND RECOGNITION

Today, Himabindu's institutions have grown into trusted names in early childhood education. Her dedication has earned her numerous accolades, including:

- Hyderabad Best Franchised Preschool by Education World
- Outstanding Educator of the Year by GSLC
- Over 14 awards in the latest financial year alone

## LOOKING AHEAD

Valluri Himabindu remains committed to providing children with a strong foundation for lifelong learning. Through innovation, passion, and perseverance, she continues to shape the future of education. She lives by a simple yet profound belief: Live and Let Live.

Valluri Himabindu's journey into early childhood education was driven by a passion for creating a nurturing learning environment for young children. However, starting an educational institution from the ground up came with its own set of challenges. As a woman entrepreneur, balancing work and family life required constant effort. Gaining the trust of parents in a competitive market dominated by established schools was not easy. Recruiting and retaining qualified teachers who aligned with her vision added to the difficulties.

When the pandemic disrupted traditional learning, preschool education faced an even greater challenge. Engaging young children online, especially those in playgroup and early primary years, seemed nearly impossible.



# Building Dreams: The Story of Devi Jayakumar

**D**evi Jayakumar's journey from a homemaker to a prominent builder and land developer in Poonamallee, Chennai, is a testament to perseverance and ambition. With no prior experience in real estate, she faced numerous challenges in understanding legal procedures, marketing properties, and establishing credibility in a competitive industry.

Without a strong promotional strategy, attracting potential buyers and expanding her business seemed like an uphill battle. However, Devi was determined to overcome these setbacks and build something of her own.

## TURNING CHALLENGES INTO STRENGTHS

Instead of letting obstacles slow her down, Devi embraced the opportunity to learn. She dedicated time to understanding the legal intricacies of real estate and worked diligently to ensure compliance with all regulations. To strengthen her marketing efforts, she partnered with professional agencies, a move that transformed her ability to sell properties effectively.

With each project, her confidence grew, and so did her expertise. She built a skilled and dedicated team, ensuring that every project was executed with precision, quality, and timely delivery. Her customer-focused approach helped her establish a strong reputation for reliability and excellence in the industry.



## EXPANDING HORIZONS

What began as a single residential project has now expanded into a thriving real estate business with over 50 ready-to-occupy CMD-approved plots. Her ability to deliver projects on time while maintaining the highest standards of quality has established her as one of Poonamallee's most trusted builders. She has not only constructed homes but also cultivated trust and lasting relationships with her customers.

## LOOKING AHEAD

Devi Jayakumar's journey is an inspiration for aspiring women entrepreneurs. She firmly believes that every homemaker with a dream can build a successful career with dedication and hard work. Her message is simple: **"Believe in your dream, work hard, and do not fear setbacks. Failures are not obstacles but opportunities to learn and grow."**

# Redefining Education: The Story of Swetha Krishnamurthy



## TRANSFORMING CHALLENGES INTO OPPORTUNITIES

Swetha knew that real change begins with collaboration. She focused on building a strong community of like-minded educators, parents, and learners who believed in reimagining education. Through professional development, research-based teaching methods, and open discussions, she helped bridge the gap between conventional expectations and modern educational approaches.

By integrating Cambridge Early Years practices and global teaching standards, she ensured that RaK's Pallikoodam Academy provided students with a holistic, world-class learning experience. She continuously adapted and refined the curriculum, making learning not just about academics but also about skills, creativity, and purpose-driven growth.

## A NEW BENCHMARK IN EDUCATION

When Swetha Krishnamurthy founded RaK's Pallikoodam Academy, she envisioned a school that would go beyond traditional education. She aimed to create an environment where children could learn through experience, curiosity, and innovation instead of rote memorization. However, challenging conventional teaching methods was not easy.

Shifting the mindsets of both parents and educators became the biggest obstacle. Many were accustomed to traditional schooling and were skeptical about experiential and future-focused learning. Convincing them that education could be engaging, dynamic, and meaningful required persistence, dedication, and a clear vision.

Swetha's approach quickly gained recognition. RaK's Pallikoodam Academy was awarded Best Innovative Curriculum Practices at the Manipal Global Educational Awards 2020, a testament to the effectiveness of its 21st-century learning model. The institution became an accredited Cambridge Early Years Centre and a Cambridge Professional Development Centre, further establishing its commitment to educational excellence and teacher empowerment.

The success of her academy goes beyond awards and recognition. Its true impact lies in shaping young minds by nurturing creativity, problem-solving, and independent thinking. Through this approach, Swetha is preparing the next generation of confident and purpose-driven learners.

## LOOKING AHEAD

Swetha Krishnamurthy's journey serves as a reminder that education is not just about learning facts but about enabling students to thrive with purpose. She remains committed to inspiring, equipping, and empowering learners to find their own path and make a meaningful impact.

She lives by a simple yet profound belief: **"Enable learners to thrive with purpose."**

# Crafting Brilliance: The Story of Poonam Jha



The diamond jewelry industry is built on precision, exclusivity, and artistry. For Poonam Jha, making a mark in this highly competitive field was a challenge that demanded resilience and strategic foresight. Establishing Kamakhya Jewels Limited as a trusted name required overcoming hurdles in sourcing top-tier diamonds, maintaining impeccable craftsmanship, and navigating the ever-changing preferences of luxury buyers. Market fluctuations and the dominance of legacy brands made it even more challenging to scale operations while ensuring uniqueness in every piece.

## TURNING CHALLENGES INTO MILESTONES

With a keen eye for detail and a commitment to excellence, Poonam built Kamakhya Jewels into a brand synonymous with sophistication and trust. She curated a team of expert artisans, adopted cutting-edge manufacturing techniques, and positioned the brand at the forefront of innovation. To expand her reach, she leveraged luxury exhibitions and digital platforms, ensuring Kamakhya Jewels resonated with discerning clients across the country.

## A LEGACY OF EXCELLENCE

Under Poonam's leadership, Kamakhya Jewels Limited has flourished, earning recognition for its craftsmanship and distinctive designs. Her achievements include:

- Establishing Kamakhya Jewels Limited as a premium name in real diamond jewelry
- Being invited as a Chief Guest at the Hindustan Times Festival of Gifts for award distribution
- Expanding the business across India and catering to a distinguished clientele
- Winning prestigious industry accolades, including:
  - ET Industry Leaders Award 2020 for Outstanding Designer Jewellery Brand
  - Shakti Awards 2023 for excellence in the jewelry sector
  - Kohinoor Awards 2024 as an Iconic Jewellery Brand (Manufacturer)

## LOOKING AHEAD

Poonam Jha's journey is one of passion, vision, and an unwavering pursuit of perfection. She continues to push creative boundaries, redefining luxury with designs that blend tradition and modernity. As Kamakhya Jewels expands, her story stands as an inspiration for aspiring entrepreneurs looking to turn their artistic passion into a thriving enterprise.



# Leading with Strength: The Story of Rupa Basu

Rupa Basu's journey in the financial sector began with an unwavering drive for excellence. A Chartered Accountant by profession, she started her career at Citibank in 1996, where she spent 16 years mastering asset and liability businesses, personal loans, credit cards, and retail mortgages. Her deep expertise in risk management and compliance laid a strong foundation for the leadership roles that would follow.

Her next challenge came in 2012 when she joined IMGC to help build India's mortgage guarantee business from the ground up. Here, she gained hands-on experience in business development, risk management, and financial technology, all while navigating the complexities of an emerging industry. This experience set the stage for her most defining role yet.

## EMBRACING LEADERSHIP AMIDST ADVERSITY

In 2015, Rupa joined Shubham Housing as Chief Risk Officer. Tasked with building a robust risk management framework, she introduced cutting-edge fintech solutions and data analytics tools that positioned Shubham as a leader in the affordable housing finance sector.

But in 2018, life took an unexpected turn. The sudden passing of her husband, Ajay Oak, co-founder of Shubham Housing, left Rupa at a crossroads. She could have stepped back, but instead, she stepped up—taking over as Promoter and Executive Director. At a time of immense personal loss, she took charge, ensuring continuity in both her professional and personal life.



## TURNING CHALLENGES INTO GROWTH

Under Rupa's leadership, Shubham not only sustained its momentum but expanded its reach. She strengthened its risk infrastructure, scaled operations, and fostered innovation. Her vision has been clear: risk management is not about eliminating challenges but about leveraging them for strategic growth.

## LOOKING AHEAD

Rupa Basu's journey is a testament to resilience, leadership, and reinvention. She has transformed personal adversity into professional strength, proving that true leadership is about rising even in the face of the hardest trials. With her commitment to innovation and financial inclusion, she continues to shape the future of housing finance, inspiring the next generation of leaders along the way.

# Creating a Vision: The Story of Nidhi Thakur



**B**reaking into the film production industry was never going to be easy, especially in a field dominated by men. Nidhi Thakur knew she had to carve her own niche, build credibility, and prove herself in an environment where few women held leadership positions. While establishing her business was challenging, balancing her career with motherhood brought another layer of difficulty. Raising two children while managing a demanding industry required immense perseverance, but she refused to let these challenges hold her back.

## OVERCOMING THE ODDS

Nidhi's journey has been one of resilience and learning. She credits her success to unwavering determination and the belief that hard work always pays off. Every setback became an opportunity to learn, and with the constant support of her husband, who is also in the same industry, she found strength to keep moving forward. Together, they navigated the complexities of business and family life, building both with dedication and patience.

## A JOURNEY OF GROWTH

Starting TADS India in 2010 was the beginning of an ambitious dream. With each project, Nidhi expanded her expertise and network, gradually establishing herself in the world of advertising and film production. The milestones came not just in awards or recognitions but in the steady growth of her business. Seeing her vision turn into reality and watching her company thrive has been the most fulfilling achievement of her journey.

## LOOKING AHEAD

For Nidhi, success is not a destination but a continuous journey. There is still so much more to accomplish, and she remains driven to take TADS India to even greater heights. She believes that persistence, passion, and a strong support system can turn any dream into reality. As she often reminds herself, **"Impossible is nothing."**

# Leading with Purpose: The Story of Revathi Gandhi



## TURNING CHALLENGES INTO GROWTH

Entering a competitive industry without prior experience was daunting. Managing financial operations and scaling the business required precision, strategic thinking, and adaptability. Revathi embraced the challenge, learning every aspect of the business while ensuring financial stability. With the support of her husband, she helped drive Swift Merchandise to remarkable success, taking it to a turnover of INR 250 crore in a short span.

Her commitment was not just about profits but also about the people who made the company what it is today. She believed in fostering a work culture where employees felt valued, ensuring fair employment opportunities for women.

## EMPOWERING LIVES BEYOND BUSINESS

Under Revathi's leadership, Swift Merchandise has grown into a socially responsible enterprise. The company provides employment to 3,600 individuals, of whom 2,400 are women. Employee welfare remains at the heart of her vision, with initiatives like family health insurance, term insurance for long-term employees, and accident coverage for those traveling on duty.

Beyond business, she and her family support the education of talented students, fund medical expenses for employees' families, and ensure legal benefits like ESI and PF are provided. Their factories follow international compliance standards, exporting products to Europe and the US.

**W**hen Revathi Gandhi stepped into the world of business, she was not looking for recognition. She was a homemaker, balancing family life with her responsibilities. But in 2011, she decided to join her husband's textile business, Swift Merchandise. What started as support for her family soon turned into a passion for growth and empowerment. By 2017, she took charge of the finance department, managing operations in an industry that was constantly evolving.

## LOOKING AHEAD

Revathi Gandhi is more than a business leader. She is a mentor, a driving force behind a thriving enterprise, and an advocate for women in the workforce. She believes success is not just measured by numbers but by the lives it transforms. As Swift Merchandise continues to grow, her vision remains clear—to create opportunities, empower people, and lead with purpose.



# Reinventing Success: The Story of Chitra Shaji Kailas

Chitra Shaji Kailas, formerly known as Annie, was a celebrated actress in the Malayalam film industry. Her career was thriving when she chose to step away from the spotlight after marrying acclaimed director Shaji Kailas in 1996. While dedicating herself to family life was fulfilling, it also meant leaving behind a profession she loved. Stepping away from the industry was a challenge in itself, but returning after years away proved to be an even greater test.

## EMBRACING NEW BEGINNINGS

After nearly two decades away from the screen, Chitra decided to reinvent herself. In 2015, she returned to the entertainment industry, not as an actress, but as a television host. She embraced the evolving media landscape and launched “Annie’s Kitchen,” a cooking show that seamlessly blended her love for food with engaging celebrity interactions. Her ability to adapt and take on a new role showed her resilience and passion for storytelling in a different format.

## A CAREER MARKED BY ACHIEVEMENTS

Chitra’s talent had already been recognized during her acting career. Her role in *Mazhayethum Munpe* won her the Filmfare Award for Best Actress – Malayalam in 1996. Her comeback to television was just as impactful. “Annie’s Kitchen” became a widely appreciated show, earning her a loyal audience and cementing her presence in the entertainment industry once again. Her journey also led her into entrepreneurship, launching a catering service in Trivandrum, further expanding her creative pursuits.



## LOOKING AHEAD

Chitra Shaji Kailas’ story is one of adaptability and passion. From leaving a successful film career to making a triumphant return, she has shown that true success is about embracing change and staying committed to one’s passions. Her journey stands as an inspiration to those seeking to redefine themselves at any stage in life.

# Fostering Inclusion: The Journey of Sminu Jindal



## OVERCOMING CHALLENGES WITH VISION

Determined to rise above these barriers, Sminu focused on innovation, sustainability, and excellence. She strengthened Jindal SAW's global footprint, adopting eco-friendly initiatives long before regulations demanded them. Under her leadership, the company secured ISO certifications, emphasizing environmental responsibility and workplace safety.

Her vision extended beyond corporate success. She founded Svayam, an initiative dedicated to improving accessibility. Through advocacy and audits, she influenced policies and ensured better infrastructure for individuals with mobility challenges. She also led ARUNIM, a government-backed organization supporting skill development, growing its revenue from INR 3 lakhs to INR 1 crore in a year.

## PAVING THE WAY FOR SUCCESS AND IMPACT

Sminu's leadership transformed Jindal SAW into a key global player. Her strategic approach secured international contracts and diversified operations, driving significant growth. Her contributions to industry development led to her appointment as Chairperson of the ASSOCHAM National Council on Iron & Steel for 14 years.

Her work with Svayam earned three National Awards for accessibility. Recognized globally, she became the first Indian speaker at the Entrepreneur's Organization's Global Leadership Conference in Washington. Awards such as the FICCI FLO Women Entrepreneur of the Year and the L'Oréal Femina Women Award further cemented her impact.

## LOOKING AHEAD

Sminu Jindal is more than an industrial leader—she is a changemaker. Her story is proof that business success and social responsibility can go hand in hand. Whether transforming industries or making the world more accessible, she continues to lead with purpose, ensuring her legacy is one of progress and inclusion.

**S**minu Jindal stepped into an industry where women rarely held leadership positions. As a young professional in steel, oil, and gas, she faced skepticism at every turn. Leading Jindal SAW Limited in a competitive, male-dominated environment meant proving her expertise time and again. Expanding the company globally brought its own set of hurdles, from navigating complex international markets to securing major contracts.

Beyond business, Sminu faced another significant challenge—creating a truly accessible world for people with reduced mobility. Public spaces in India lacked inclusivity, and accessibility was often completely overlooked in infrastructure planning.

# From Classroom to Leadership: The Story of Mrs. Yeruva Jaya Reddy

When Mrs Yeruva Jaya Reddy stepped into the world of education, she was a school teacher shaping young minds. But deep within, she nurtured a vision—to create an institution that would not only educate but also empower students to become global citizens. That vision took shape in 2012 with the establishment of Zenas International School in Miyapur, Hyderabad.

Her journey wasn't without challenges. Transitioning from a teacher to an entrepreneur meant navigating financial constraints, operational hurdles, and the ever-evolving landscape of education. But the biggest test came in 2020—when the COVID-19 pandemic threatened the very foundation of learning.



## RIISING TO THE CHALLENGE

With classrooms closed overnight, Mrs. Reddy faced a dilemma. How could she ensure continuous learning when infrastructure was lacking, resources were scarce, and digital accessibility was unequal? Instead of backing down, she rose to the occasion.

Believing in the power of community, she fostered collaboration among teachers, parents, and students. Teachers were encouraged to adapt quickly, share insights, and embrace new digital tools. The school prioritized the well-being of both students and educators, creating a supportive environment amidst uncertainty.

Her **“think fast, act fast, fear less”** approach transformed crisis into opportunity. Zenas International School not only survived the pandemic but emerged stronger, setting new benchmarks for hybrid learning.

## A LEGACY OF GROWTH

From an initial strength of 100 students in 2012, Zenas International School grew exponentially, reaching 1,200 students in just five years. In 2022, Mrs Reddy expanded her vision further by opening a second branch in Boduppal.

Her leadership has transformed education, focusing not only on academics but also on fostering character, discipline, and empathy. She believes that education's role goes beyond textbooks, nurturing young leaders who embody the values of love, respect, and resilience.

## LOOKING AHEAD

Today, Mrs Yeruva Jaya Reddy stands as a testament to what belief and bold decisions can achieve. **“To create global citizens and leaders of tomorrow through traditional values of love, empathy, discipline, and respect.”** Her journey is more than an entrepreneurial success story—it is an inspiration for every woman who dares to dream, lead, and make a difference.



# From Textiles to Transforming Homes: The Story of Sanjana Vijayakumar



## OVERCOMING BARRIERS WITH DETERMINATION

Rather than being discouraged, Sanjana embraced the learning curve with dedication and resilience. She sought mentorship, studied market trends, and worked closely with experts to understand the nuances of real estate. Listening to client feedback and continuously improving their offerings became the foundation of TNCD's success.

With a strong focus on quality and affordability, she and her team incorporated modern construction technologies to create homes that met the evolving needs of families. Through hard work and a keen understanding of customer expectations, TNCD grew into a trusted name, fulfilling the dreams of over 4,000 families.

## A LEGACY OF LEADERSHIP

Sanjana's achievements extend beyond real estate. She holds leadership roles in multiple organizations, including:

- **Director, Sharadha Terry Products**, a leading home textiles company
- **President, Kadri Mills**, a vertically integrated textile company
- **President, Kadri Mills Higher Secondary School**, Coimbatore

Her contributions have been recognized with several prestigious awards, including:

- **Successful Woman Entrepreneur Award** by CII Indian Women Network
- **Best Woman Entrepreneur Award** by Coimbatore Management Association
- **Distinguished Alumni Award** by PSG Institutions
- **Most Trusted Developer at the Times Business Awards** in 2023 and 2024

## LOOKING AHEAD

Sanjana Vijayakumar's story is one of perseverance, adaptability, and a relentless drive to make a difference. From textiles to real estate, she has proven that passion and hard work can break barriers and create lasting impact. Whether in business, education, or community leadership, she continues to inspire, proving that no challenge is too big when met with determination.

# Trust in Finance: The Story of Sheetal Sanat Shetty



For Sheetal Sanat Shetty, building a business in financial consulting was never just about numbers. It was about trust, credibility, and creating long-term relationships. However, establishing herself in an industry where reputation is everything was not easy. Convincing clients to rely on her expertise without an extensive track record was a significant challenge. Recruiting and retaining skilled financial advisors also proved difficult in a highly competitive market. Scaling the business while maintaining service quality added another layer of complexity.

## OVERCOMING BARRIERS

Determined to set herself apart, Sheetal focused on leading with integrity. She built a team of skilled professionals by creating a strong recruitment process and offering competitive compensation. To differentiate her firm, she emphasized personalized financial planning, advanced technology tools, and specialized services that competitors often overlooked.

Instead of relying solely on referrals, she leveraged digital marketing strategies and social media outreach to establish her brand. She expanded cautiously, ensuring that each stage of growth was well-supported by the necessary resources and infrastructure. Her commitment to ethics, transparency, and consistency helped her gain the trust of clients and industry peers alike.

## A BUSINESS BUILT ON TRUST

Under Sheetal's leadership, Andromeda Sales and Distribution Pvt Ltd has grown into a trusted name in financial consulting. The company has built a loyal client base, proving that ethical business practices and high-quality service create lasting success.

With nearly three decades in the industry, she has helped countless individuals and businesses navigate financial decisions, securing their futures with well-planned strategies. Her journey is a testament to the power of perseverance and principled leadership.

## LOOKING AHEAD

Sheetal Sanat Shetty believes that success is built on hard work, honesty, and a commitment to doing things the right way. She continues to lead with the values that defined her from the beginning, inspiring the next generation of financial professionals to prioritize trust over shortcuts. As she often says, **"There is no shortcut to hard work. And integrity and honesty are non-negotiable."**

# A Greener Tomorrow: The Story of Vijeta Vijaykar

Vijeta Vijaykar's journey into environmental sustainability was driven by a deep commitment to making a lasting impact. However, stepping into this field came with its share of obstacles. Finding skilled professionals in the sector was a challenge, making it difficult to build a team capable of delivering high-quality solutions. Additionally, as a woman in a male-dominated industry, gaining the trust of clients required perseverance and consistency.



## OVERCOMING BARRIERS

Determined to prove herself, Vijeta relied on her expertise in pollution control and water treatment to carve a niche in the industry. She focused on designing, fabricating, and maintaining advanced environmental solutions tailored to client needs. With a strong foundation in the Jayaraj Group of Companies, a business with nearly a century of legacy in Tamil Nadu, she built Victory Environmental Solutions (VES) into a trusted name in the field.

Her breakthrough came when she successfully implemented a large-scale sustainable environmental solution for a major client. The project's success not only solidified her credibility but also opened doors to new partnerships and opportunities.

## MAKING AN IMPACT

Under Vijeta's leadership, VES has undertaken critical projects, including centralized sewage treatment plants and sustainable water management systems. The company has partnered with Ahuja Global Corporation for AdBlue/DEF manufacturing plants across India and supplies water treatment plants to the Indian Oil Corporation. VES is also expanding into the automobile, food, and transport sectors to implement cutting-edge environmental solutions.

Her contributions have earned her industry-wide recognition, including the Most Dynamic Woman Entrepreneur of the Year (Environmental Science and Application) at the Golden Glory Awards 2021, presented by Malaika Arora.

## LOOKING AHEAD

Vijeta Vijaykar's story is one of vision, resilience, and determination. She continues to drive innovation in environmental solutions, proving that persistence and expertise can break barriers in any field. Guided by her belief that **"The journey of a thousand miles begins with one step,"** she remains committed to building a more sustainable future.



# Words Without Borders: The Story of Geetanjali Shree



## BREAKING BOUNDARIES IN LITERATURE

Venturing into Hindi literature as a woman writer came with its challenges. In an industry historically dominated by male voices, gaining recognition for her experimental storytelling and unconventional themes was not easy. Yet, Geetanjali remained undeterred. Her distinct narrative style, which intertwined history, memory, and social critique, found its audience.

Her 1993 novel *Mai* brought her national acclaim, exploring the complexities of womanhood across generations. Over time, her literary repertoire expanded, including *Hamara Shahar Us Baras* and *Khali Jagah*, both addressing socio-political themes with depth and nuance.

## A GLOBAL ICON

The turning point in her career came with *Ret Samadhi* (2018), a novel praised for its innovative language and emotional depth. In 2022, its English translation *Tomb of Sand* by Daisy Rockwell won the International Booker Prize, making it the first novel in any South Asian language to receive the honor. The novel's success catapulted her onto the global stage, cementing her as a literary force.

Beyond awards, Geetanjali has inspired generations through her work. She has been a fellow of the Ministry of Culture, India, and the Japan Foundation. Her contributions earned her a place on the BBC's 100 Women list in 2022, recognizing her influence worldwide.

## LOOKING AHEAD

Geetanjali Shree's journey is a testament to the transformative power of literature. She has not only expanded the horizons of Hindi literature but also placed it on the global literary map. Her work continues to inspire readers, writers, and scholars, proving that language and storytelling have the power to cross boundaries.

**G**eetanjali Shree's journey into literature was not one of convention but of passion, curiosity, and an evolving relationship with language. Born in Mainpuri, Uttar Pradesh, she grew up in different towns due to her father's civil service career. This constant movement, combined with profusion of Hindi-language children's literature and popular magazines available at that time, deepened her connection to Hindi and later shaped her literary voice.

Although she initially pursued history at Lady Shri Ram College and Jawaharlal Nehru University, it was during her PhD research on Munshi Premchand that she felt the pull toward creative writing. She penned her first short story, "Bel Patra," in 1987, marking the beginning of a remarkable literary career.

# Woven with Purpose: The Story of Krishnaveni Kannan

**K**rishnaveni Kannan's journey is a blend of entrepreneurship, leadership, and a deep commitment to education. Over the past 30 years, she has built a thriving textile manufacturing business while also leading Sri Ramana Vidyalaya Schools. Balancing business growth with social responsibility has not been easy.

Running a textile manufacturing business came with intense competition, supply chain disruptions, and the ongoing challenge of workforce management. At the same time, leading a school required dedication to academic excellence and operational efficiency. A particularly difficult moment came when the entire administrative team at Sri Ramana Vidyalaya, including the principal, resigned. Without formal training in school administration, Krishnaveni had to quickly adapt and equip herself to run the institution.

## OVERCOMING HURDLES

Determined to succeed, Krishnaveni focused on adaptability and innovation. She fostered a positive work culture within her textile businesses, ensuring that employees remained motivated and skilled. By continuously upgrading operations and implementing sustainable practices, she kept her businesses competitive. In the education sector, she took on the challenge of running the school head-on, undergoing training to effectively manage daily operations. She instilled strong ethical values in students, emphasizing integrity, discipline, and clarity in decision-making.

## BUILDING A LEGACY

Krishnaveni's leadership has led to remarkable achievements. Her textile ventures, including Divyalakshmi Textiles, Jayalakshmi Textiles, and Sri Jayajothi & Co., have earned prestigious certifications such as,

- ISO 9001:2015, GOTS (Global Organic Textile Standard)
- Oeko-Tex Standard 100



The companies have also received industry recognition, including the Inditex Audit A Grade for Social Audit and awards for operational excellence from SIMA Techno Facts Survey. The school she leads continues to achieve a 100% pass rate, with students excelling in academics, cultural programs, and community service.

## LOOKING AHEAD

For Krishnaveni Kannan, business and education are not separate pursuits but interconnected responsibilities. She remains dedicated to nurturing future generations through Sri Ramana Vidyalaya while ensuring her textile enterprises continue to thrive. Her journey proves that with determination and a willingness to learn, women can break barriers and lead in multiple industries.



# Driving Success Forward: The Story of Sameena Shahida

Sameena Shahida's journey in the logistics industry began under unforeseen circumstances. Her father, M. Rahim, had built MRS Roadways into a thriving business, but his sudden passing in 2014 brought everything to a standstill. With operations disrupted and uncertainty looming, the responsibility of reviving the company fell on Sameena, her mother, and her brother.

Taking on leadership in a male-dominated sector was not easy. The challenge was not just to restart the business but to grow it in a highly competitive market. Winning tenders, managing finances, and ensuring timely deliveries required immense effort and strategic planning.



## OVERCOMING CHALLENGES WITH DETERMINATION

Sameena refused to let the business falter. With meticulous attention to detail, she immersed herself in operations, ensuring every delivery met the highest standards. Her ability to build strong client relationships and uphold service excellence helped MRS Roadways gain the trust of major clients like FCI, IRCTC, Parle Agro, Century Plywood, Green Panel, Veedol, and Asian Paints.

Even during the COVID-19 pandemic, when logistics businesses faced massive disruptions, she navigated the crisis effectively, maintaining a topline of an INR 25 crore without defaults.

## BUILDING A THRIVING ENTERPRISE

Under Sameena's leadership, MRS Roadways has grown exponentially. The company now owns a fleet of 30 transport vehicles, ensuring smooth logistics operations across Thiruvananthapuram, Chennai, and Mysore. The business has scaled from an INR 40 crore in revenue in 2023 to an INR 64 crore in 2024, with an ambitious target of an INR 100 crore within the next two years.

Her commitment to efficiency and service excellence has been recognized multiple times. Asian Paints has awarded MRS Roadways for placement excellence on numerous occasions, acknowledging the company's timely deliveries and operational reliability.

## LOOKING AHEAD

Sameena Shahida's story is one of resilience, leadership, and relentless dedication. She has not only upheld her father's legacy but has taken MRS Roadways to new heights through strategic planning and hands-on leadership. Her journey is proof that hard work and perseverance pave the way for success. She lives by the belief: **"Hard work will bring success."**



# Transforming Skincare Excellence: The Story of Dr. Prasy S



## OVERCOMING THE CHALLENGES

Determined to build a center known for excellence, Dr. Prasy focused on innovation, affordability, and quality care. She invested in FDA-approved lasers and high-end cosmetology treatments, making Thea Dermatology and Cosmetology Center the first of its kind in Alappuzha.

She built a strong, well-trained team and ensured that every treatment followed the latest medical advancements. Strategic marketing and social media outreach helped her expand her patient base. By offering top-tier treatments at competitive prices, she established trust and loyalty among her patients.

## PIONEERING ACHIEVEMENTS

Dr. Prasy's commitment to her field has earned her multiple accolades. A gold medalist, she completed her MBBS from Government Medical College, Kottayam, and pursued an MD in Dermatology from Government TDMC, Alappuzha, where she received several awards. Further training in cosmetology from Mumbai and Bangalore refined her expertise.

**D**r. Prasy S always knew she wanted to make a difference in the field of dermatology. However, building a specialized dermatology and cosmetology center in Alappuzha came with its own set of challenges. Establishing a practice required significant investment in advanced equipment, skilled staff, and effective marketing to attract patients.

Beyond the financial hurdles, she also had to stay updated with the rapidly evolving world of dermatology. Cutting-edge treatments, new research, and innovative technologies demanded continuous learning and adaptation. Balancing long hours at the clinic while maintaining a personal life only added to the complexities.

Today, she is recognized as the first and only dermatologist in Alappuzha to specialize in high-end cosmetology, injectables, and regenerative medicine. Her clinic stands out as a center of excellence, offering world-class treatments with state-of-the-art technology.

## LOOKING AHEAD

Dr. Prasy S has transformed dermatology services in Alappuzha through expertise, innovation, and dedication. Her journey is a testament to how passion and persistence can create lasting impact. She continues to push boundaries, ensuring that skincare and cosmetology treatments in her region meet global standards.

# Leading with Vision: The Story of Alice Prince



## A JOURNEY OF GROWTH

Starting with just two employees in a small office, Alice has expanded Smart Engineering and Design Solutions into a globally recognized company with a workforce of 125 professionals. The company has gained international credibility, thriving in an industry where competition is fierce.

For Alice, success is not just about business growth but also about balance. She takes immense pride in being a devoted wife, mother, and grandmother. Managing both personal and professional responsibilities with grace has been one of her greatest achievements. She believes that true fulfillment comes from excelling in both career and family life.

## LOOKING AHEAD

Alice Prince's journey is a testament to resilience, vision, and unwavering determination. She has built more than just a successful company—she has cultivated a family of professionals grounded in shared values, integrity, and excellence.

As she often says, **“Challenges are never greater than your capacity to overcome them. Keep going, because the best is yet to come.”**

**W**hen Alice Prince entered the engineering and design industry, she stepped into a world where leadership roles were largely held by men. Gaining recognition and proving her capabilities in a male-dominated sector came with significant challenges. However, she refused to let these obstacles define her. She was determined to succeed on her own terms, driven by a belief that passion, expertise, and perseverance mattered more than gender.

## TURNING CHALLENGES INTO STRENGTHS

Alice knew that confidence and knowledge would be her strongest tools. She invested in herself, continuously learning and refining her expertise. Rather than following traditional leadership models, she built her own approach—one rooted in trust, respect, and empowerment. She understood that true leadership is about enabling others to succeed. By fostering an environment of collaboration, she created a workspace where her team felt valued, motivated, and driven to excel.

Her leadership style not only strengthened her company's foundation but also helped her overcome industry biases. Through dedication and strategic decision-making, she steadily grew her business, earning trust among clients and peers alike.

# Defining Success on Her Own Terms: The Story of Priya Manoj Jaswani

Priya Manoj Jaswani has spent nearly three decades carving a space for herself in the legal and corporate world. Today, she is a respected General Counsel, Company Secretary, and industry leader, but the road to success was not without its challenges.

Starting her career in an era when unconscious bias and stereotyping were deeply embedded in corporate culture, Priya had to prove her commitment to her profession at every step. Companies were hesitant to hire women for demanding roles, questioning their long-term dedication. Adding to the challenge was the struggle to balance a high-pressure corporate career with personal responsibilities. Unlike today, there was little flexibility in work arrangements, and mentorship opportunities for women were rare.



## OVERCOMING CHALLENGES WITH RESILIENCE

Priya's approach to success was multifaceted. She continuously upskilled herself, pursuing targeted certifications and training programs to stay ahead in her field. She learned to set clear boundaries between work and home, prioritize effectively, and delegate tasks when necessary. Recognizing the importance of both professional and personal fulfilment, she adopted a balanced mindset—focusing on progress rather than perfection. Time management became a cornerstone of her success, allowing her to thrive in both her career and personal life. Her adaptability was further strengthened through her marriage to a partner from a different cultural background, enriching her perspectives and broadening her outlook.

## A JOURNEY MARKED BY EXCELLENCE

Priya's leadership and expertise have earned her numerous accolades. She was listed among Forbes India's Top 50 General Counsels in 2021, a testament to her influence in the legal sector. She has also received multiple Excellence Awards at CME Group and the prestigious Chairman's Award for Excellence at KDDL Limited.

Beyond her corporate achievements, Priya is deeply involved in community service. She actively participates in CSR initiatives focused on mentoring children from marginalized backgrounds and is a member of women empowerment networks like WIN (Women's Initiative Network) and FLOW (Fulfilment, Lifestyle, Openness & Wellness).

## LOOKING AHEAD

For Priya, success is not just about professional milestones but also about holistic well-being. She continues to champion diversity, inclusion, and corporate governance while mentoring future leaders. Her guiding philosophy remains clear: **"Be clear about what you want in life, prioritize what matters, be willing to lose what does not, and strive for success without losing time for yourself along the way."**



# Shaping Minds, Shaping the Future: The Story of Leena James

For Leena James, education has always represented more than just teaching. It encompasses shaping future leaders, driving sustainable change, and bridging the gap between academics and real-world challenges. As a Professor of Management and Director of the SDG Cell at Christ University, she has devoted 24 years to transforming education into a tool for impact.

Balancing a demanding career with personal and community responsibilities was never easy. She faced the challenge of raising her children with strong values while leading impactful academic and social initiatives. Navigating leadership as a woman in academia also required persistence and resilience.



## TURNING CHALLENGES INTO OPPORTUNITIES

Leena's deep-rooted belief in education as a force for change has guided her journey. Her passion for sustainability and social impact led her to integrate the United Nations Sustainable Development Goals (SDGs) into academics, research, and community programs at Christ University. Through innovative teaching methods, global collaborations, and extensive research, she has empowered students to become changemakers.

Juggling multiple roles like educator, mentor, researcher, and social entrepreneur, demanded adaptability. Instead of seeing these as separate responsibilities, she embraced them as interconnected opportunities to drive meaningful change.

## A JOURNEY OF INFLUENCE AND RECOGNITION

Leena's contributions to sustainability and education have earned her global recognition. She was honored with the Sustainability Leadership Award in 2023 by the former President of Sri Lanka in Colombo. Her expertise has made her a sought-after speaker at international conferences, including the Global Sustainability Summit in Germany (2022) and as a Keynote Speaker at the International Conference at San Carlos University, Philippines (2024).

Her impact extends beyond the classroom, shaping policies, mentoring future leaders, and ensuring that sustainability is not just a concept but a practice integrated into education and business.

## LOOKING AHEAD

For Leena James, success is not measured in accolades but in the lives she influences and the change she inspires. She remains committed to educating, mentoring, and driving sustainable impact, proving that knowledge, when shared with purpose, has the power to transform the world. She lives by the belief, **"Embrace your purpose, believe in your strength, and never stop learning. Success is not a destination but a journey of meaningful contributions."**

# Soaring High: The Story of Beena Jayachandran



Aviation is an industry that demands precision and the ability to think on one's feet. For Beena Jayachandran, building a career in this field came with its share of challenges. From mastering stringent regulations and safety protocols to managing high-pressure situations in real-time, every step required adaptability and resilience. Shift-based work schedules, operational disruptions, and the responsibility of ensuring seamless passenger experiences added to the complexity of the role. Yet, with a passion for aviation and an unwavering commitment to excellence, she navigated these hurdles to build an inspiring career.

## SHATTERING BOUNDARIES AND LEADING CHANGE

Beena tackled these challenges with a proactive approach, continuously upgrading her skills through specialized training programs and certifications. Learning from mentors and gaining hands-on experience helped her refine her technical expertise and decision-making abilities.

Determined to excel, she actively sought leadership roles, took on additional responsibilities, and demonstrated her ability to handle crises. By collaborating with industry professionals and engaging in key projects, she strengthened her position in the field. Through time management, stress management, and problem-solving strategies, she efficiently handled shift-based work and operational challenges, proving her capabilities time and again.

## REDEFINING AVIATION LEADERSHIP

Beena's contributions extend beyond Bangalore International Airport. As a co-chair for an ACI (Airports Council International) task force, she is shaping global industry standards and best practices. Her work in resource management, crisis response, and terminal planning has set benchmarks in aviation efficiency. Recognized multiple times as an outstanding performer, Beena continues to inspire the next generation of aviation professionals.

## LOOKING AHEAD

With nearly three decades in aviation, Beena continues to lead with purpose and inspire the next generation of professionals. She remains dedicated to driving innovation, enhancing service quality, and championing diversity in the industry. As she often says, **"She rises with resilience, leads with purpose, and inspires with action."**

# From Humble Beginnings to Transforming Lives: The Story of Manisha Amlesh Dubey

For Dr. Manisha Amlesh Dubey, becoming a doctor was not just a career choice. It was a mission to uplift her family and make a difference in people's lives. Coming from a financially struggling background, education seemed like an impossible dream. Yet, with the unwavering support of her parents, she pursued her studies with determination, knowing that success would allow her to give back to those who had sacrificed for her.



Starting her career from a friend's office, she had limited resources but an abundance of passion and perseverance. Building a name in the competitive field of aesthetic medicine required skill, financial discipline, and resilience, but she was ready for the challenge.

## BUILDING SUCCESS THROUGH HARD WORK

Manisha relied on hard work, strategic money management, and disciplined time management to grow her practice. The lessons she learned from childhood shaped her ability to navigate financial constraints while staying focused on her goals.

Her commitment to providing high-quality skincare treatments helped her earn the trust of clients, allowing her to establish and expand Pure Bella Clinic in Mumbai. Over the past seven years, she transformed her practice into a well-known name in aesthetic medicine, proving that dedication and skill can turn even the most modest beginnings into remarkable success stories.

## RECOGNITION AND IMPACT

Manisha's expertise and commitment have earned her prestigious accolades, including:

- **Best Aesthetic Physician of the Year**
- **Top 20 Women in Their 20s**
- **Best Skin Clinic of the Year**

Her success is not just measured in awards but in the confidence she restores in her clients and the inspiration she provides to aspiring medical professionals.

## LOOKING AHEAD

Dr. Manisha Amlesh Dubey continues to expand her expertise and impact, ensuring that Pure Bella Clinic remains at the forefront of skincare and aesthetic treatments. She believes in dreaming big and manifesting success, proving that no background or limitation can define one's future. She lives by the belief, **"Think big and manifest it."**



# A Legacy of Strength: The Story of Premasudha Ravindranath

For decades, Premasudha Ravindranath was the quiet force behind her family, supporting her husband, Dr. C.V. Ravindranath, as he built Krishna Jewels, India's first BIS Certified Jeweller. A dedicated homemaker, she never imagined she would one day lead the business. But when the world changed in 2020, so did her journey.

At 55, Premasudha's life took an unexpected turn. With her husband taking a step back from active operations, the responsibility of managing the business fell to her. Krishna Jewels, a household name in Kannur, was at a critical juncture. It was a moment of decision, and she chose to rise to the occasion. Though she had supported the business since its early days, taking charge was a different challenge. She had to learn, adapt, and make bold decisions to navigate an uncertain market.

## TURNING CHALLENGES INTO STRENGTHS

Premasudha not only took the reins but also empowered her three daughters to play key roles in the company. Together, they modernized operations, expanded the brand's digital presence, and introduced innovations to enhance customer experience. Their collective efforts ensured that Krishna Jewels didn't just survive the crisis, it grew stronger.



## A SYMBOL OF RESILIENCE

Despite challenges, Premasudha's leadership helped Krishna Jewels remain Kannur's top jewellery brand. By blending tradition with modernity, she reinforced the company's legacy while keeping pace with changing customer preferences.

Beyond business, she finds strength in spirituality and patience, believing that faith and perseverance can turn any challenge into success. Even today, she continues to follow her passion for singing, proving that success is about balance, not sacrifice.

## LOOKING AHEAD

Today, Krishna Jewels stands as Kerala's highest sales-generating single jewellery showroom, with a turnover exceeding INR 300 crores. Premasudha's journey is proof that it's never too late to embrace new roles. She believes that every homemaker has the potential to build something extraordinary and that true strength lies in the courage to begin.

