



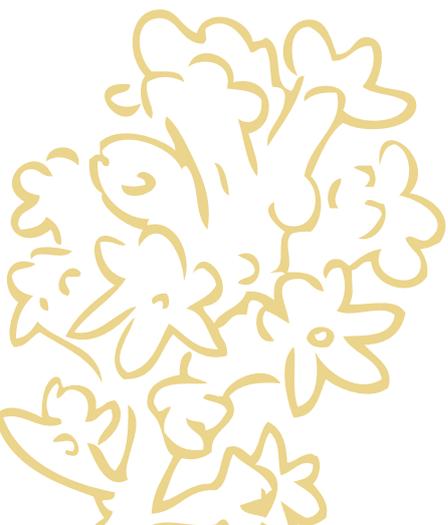
THE CATALYST

2021

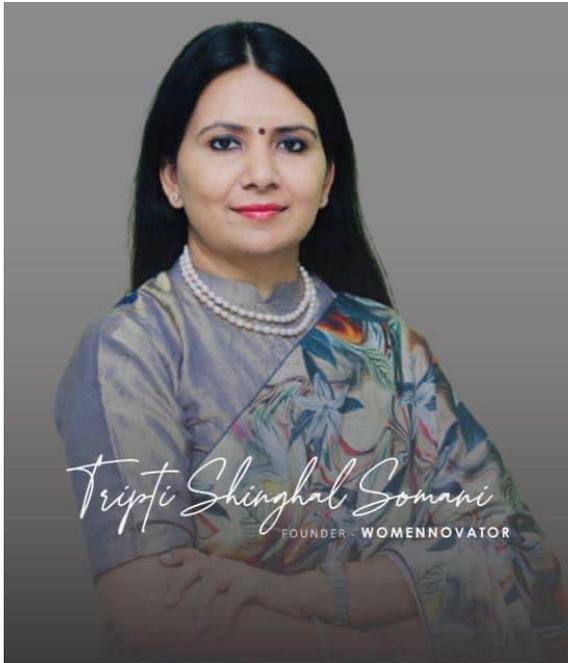
IDEAS TO ACCELERATE

INDEX: THE CATALYST

<u>FOUNDER'S MESSAGE</u>	3
<u>TOWARDS WOMEN EMPOWERMENT</u>	4
<u>POWER OF THE INFLUENCERS</u>	5-6
<u>JOURNEY WITH OUR INFLUENCERS</u>	7-11
<u>WOMEN FACES</u>	12-16
<u>INFLUENCER - THE CATALYST</u>	17-18
<u>THE BIG SHIFT</u>	19-20
<u>POWER OF LOCAL COMMUNITIES</u>	21
<u>COLLECTIVE LEARNINGS & IMPACT</u>	22
<u>OUR BACKERS</u>	23-25
<u>BUILDING INTERNAL CAPACITIES</u>	26-27
<u>WOMENNOVATOR GLOBAL</u>	28-29
<u>DIGITAL FACILITATION</u>	30-31
<u>WHERE WE GO FROM HERE</u>	32-33



FOUNDER'S MESSAGE



"My goal is to see every aspiring women to become an active contributor to the GDP of their country's economy. It's time to breakthrough the glass ceiling."

In the year 2014, I started formally working on WomenNovator as a concept, but the story started much before. I have always felt that one of the core reasons that a Woman was unable to take up her passion, owes to the fact that there are not many who would listen to her and take her as a serious entrepreneur, as well as lack of business nuances. This led me to mobilization of small groups of women- no matter at what scale they are working or may just be with an idea; and connecting them to each other to get knowledge, inspiration & perspective. Today, when WomenNovator is going Global; it's not only my vision, it's the vision of 8000+ women to reach out and their enthusiasm that has made what we are today. My team has been my pillar of strength who have been diligently working on this since it's inception.

Looking forward to a brighter future, it's time to WIN!



WOMENNOVATOR I THE CATALYST

IDEAS TO ACCELERATE

TOWARDS WOMEN EMPOWERMENT



Womennovator is formed by combining the two words 'women' and 'innovator.' Women symbolizes gender and encompasses the economic, social, political, and cultural attributes and opportunities associated with this segment of the society, and 'innovator' is symbolic of new ideas and change that allow 'her' to push the boundaries and follow 'her' visions.

Womennovator is a platform for individuals and institutions that has the potential to influence the ecosystem of 'women empowerment.' It aims to bring together the established stalwarts and the faceless marginalized women to **connect and co-create a better working world for women.**

According to a recent study, businesses owned by women entrepreneurs in India are likely to grow up to 90 percent in the next five years; however, the government schemes have failed to trickle down the deserving beneficiaries as most of them are **"invisible" to the financial ecosystem of the nation.**

While women in semi-urban and rural India are aspirational, there is no professional help or guidance available to them locally. This problem got magnified when we witnessed the forced exodus of the tens of millions of migrant workers from urban and industrial areas in cities and towns to their homes located in semi-urban and rural areas across the country during the pandemic. Womennovator reached out to these women with the help of our community leaders – a network of 5000+ men and women working diligently towards **making women a true contributor** to the nation's economic growth.

The role of community is vital for an equitable societal growth. With the help of our community, we do meaningful interventions at different stages and offer support to women-led initiatives. Our primary goal is to promote aspiring women and **build a better working world for them.** We are committed to making women and girls contribute as equal partners to the growth and development of the country under the Sustainable Development Goal (SDG)-5. At Womennovator, we build Community Leaders who believe in passing the baton to others – **the 'common woman' takes agency.**



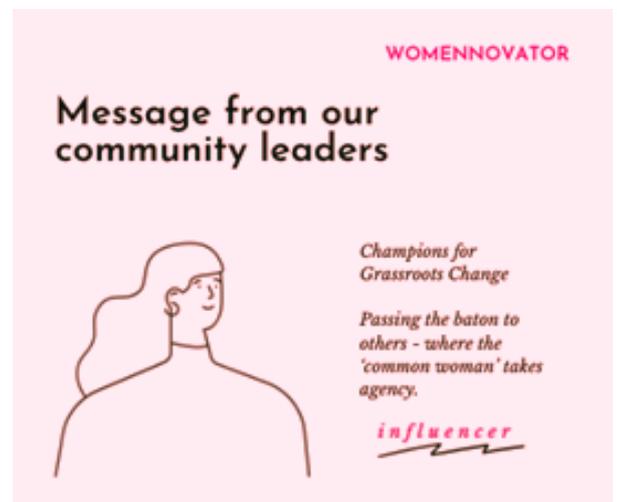
POWER OF THE INFLUENCERS

Women need to build communities of leaders to make this wave all-pervasive and self-sustainable. To realize this goal, Womennovator launched the **Women Empowerment Pitching** (WE-Pitch) competition in 2018, where the role of the community leader is to be the catalyst, - "The Influencer." Today we have over **200+ Influencers in Asia** - it's a group of iconic leaders and change-makers representing 90+ sectors and 100+ cities across 20+ countries.

This community (of men and women) is connected by their desire to lend their support towards enabling millions of women - invisible to the financial sector - to participate actively in our society's social, cultural, economic, and political spheres. Through their influence, networks, and resources, they have been instrumental in bringing over **2000+ women under the fiscal**

radar. The Influencers facilitate funding and share knowledge about myriad government schemes for working women and the philanthropic initiatives of the corporate sector. The group works collectively to challenge the existing status quos and connects with women at the grassroots level to '**uplift**' them. Through their identity, networks, knowledge, and resources, the group endeavours to enable millions of aspirational women across the globe. Womennovator's impact-oriented interventions and programs help the group members to support these faceless women and co-create an equitable (gender-just) society.

This group of iconic leaders cuts across multiple sectors, domain, geographies, and cultures. Men and women who lead the community act as a catalyst in bringing about the desired change in lives of their members. Every influencer builds a cohort or community, engages with them, and prepares them to pitch their ideas and businesses to a panel of judges - this initiative is called the WE-Pitch.





POWER OF THE INFLUENCERS

WE-Pitch has the power to transform the lives of women -both in urban and sub-urban sectors. WE-Pitch is the '60-seconds pitch' participants make on the pitching competition day. This opens multiple channels, and their voices get heard and promoted via media, social platforms, and word of mouth. The platform enables the Influencers to bring women from remote corners into the economic and social circles.

Through myriad interventions - like virtual incubation, 1:1 mentoring, easy access to credit and angel funding, and capability building - these influencers work towards giving women agency and financial independence. They also mentor their community members to nurture grassroots levels leadership in the process - the group grows organically and brings more and more women into the gamut. This allows the WE-Pitch initiative to generate scalable and sustainable social impact.

The beneficiaries of the program are known as Women Faces as they take the baton to expand and grow the community to deliver widescale impact.

JOURNEY WITH OUR INFLUENCERS

The Influencers growth is propelled by our community leaders. Community leaders identify Influencers in their professional and personal network and bring them into our ecosystem. The community leaders are influential group of women, and men, who collectively work towards addressing equality, diversity, and inclusion. Some community leaders opt to do the WE-Pitches – they wear the Influencer’s hat and proactively work with women at the grassroots level.

The Influencers group is multidisciplinary and geocultural in nature. This allows the Influencers to offer support to women belonging to every sector, state, and country. They work with their cohort and nominate the most promising professionals and business women for the Womenovator Virtual Incubation program (we shall talk about this later in the report)



MEET OUR INFLUENCERS

THE GRASSROOTS LEVEL CHANGEMAKERS

As we celebrate another year of the We-Pitching completion in 90+ sectors across 100+ cities, it's time to recognize the community leaders – our Influencers – who have gone an extra mile to deliver social impact.



At, Womennovator, we are continuously building communities to expand the reach and make this initiative self-sustainable. We believe in the power of a collective approach and work together to achieve collective goals. While we have **100+** City (Area) Influencers across the States and **UTs of India**, and overseas, some are worth mentioning here.

INFLUENCER CITY: NASHIK

The most promising state of India, Maharashtra - aptly called the gateway of India - saw maximum nomination for awardees this year. Over 30+ awards have been bagged by the applicants (Women Faces) from Maharashtra where the financial capital of India, Mumbai is located. Situated at a distance of 200 Km from Mumbai, is Nashik.





MANJU RATHI
ISHASHREE CONSULTANTS

DIPALI CHANDAK
WISDOM XTRA
CONSULTANTS PVT. LTD.

JURY MEMBERS



 DR. ARCHANA TAPURIA ING'S COLLEGE LONDON	 NITUBEN PATEL SATYAM CHARITABLE TRUST	 POOJA PRASUN Author	 SNEHA SHERGILL MRS. INDIA QUEEN 2016
 SUNANDA SONI AMRO COLLEGE OF HOTEL MANAGEMENT	 Yogesh Gupta SOLO CYCLIST	 SONALI DABAK SOCIAL ENTREPRENEUR	 SUNITA WAVRE ECSTASY SKINCARE & COSMETIC CLINI

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Nashik is a vibrant city with an industrial, political, social, and cultural fronts. The WE-Pitching competition conducted by the city Influencer, Dipali Chandak, attracted the maximum number of deserving applicants. Dipali's relentless efforts has made Nashik the biggest beneficiary of our program WE-Pitch - many women entrepreneurs got incubated through our flagship program, The Big Shift - a virtual incubation initiative to help women scale their businesses.

Dipali has enabled **six female entrepreneurs** to scale their businesses with the help of

Womennovator's initiatives. Women come from diverse domains - Manisha Patil and Dipali Sonje are working towards affordable menstrual hygiene products; Ashlesha Pimplekar is providing sewing machines and skilling marginalized women to become self-sufficient. Shital Desai, Aabha Pimprkar, and Yojana Varkhede belong to the MSME sector.

INFLUENCER SECTOR: POWER & ENERGY

From space to sports, literature to engineering, women are everywhere.

They are surging ahead in all domains. Today, the WomenNovator empowerment drive is all encompassing with representation of women achievers from 90+ sectors.

Contrary to the myth that women dominate the design and fashion industry, we have seen women power in the 'Power and Energy' sector. **The Influencer, Tanvi Rajput**, has reached out to women entrepreneurs, professionals, and social activities working towards a green energy initiative, the SDG 7. Today women understand that to nurture mother earth it is imperative to work on alternative power and energy sources – access to affordable and sustainable energy is crucial to achieving many of the Sustainable Development Goals (SDG).

The power of the Influencer, Tanvi Rajput, can be measured by the performance of her community members - to whom she extends her support that enables them to achieve their goals. The Energy & Power sector is supported by Priyanka Dewan and Juhi Rajput. Today this sector has presence in five states of India- Maharashtra (Pune and Nashik), Karnataka (Bangalore),

WOMENNOVATOR
GROWTH SOCIETY

INFLUENCER
Power Energy

TANVI RAJPUT
BSES YAMUNA POWER LIMITED

PRIYANKA DEWAN
SENIOR MANAGER (LAW)
, NTPC

JURY MEMBERS

 PRADEEP LENKA ADITYA BIRLA GROUP	 ASHOK HALDIA PTC India Financial Services Ltd	 JUHI RAJPUT WORLD ENERGY COUNCIL	 PAWAN SINGH PTC INDIA FINANCIAL SERVICES
 ANISH KALUCHA BSES YAMUNA POWER LTD	 AMAR NATH VERMA NTPC	 RAVI GUPTA INSTINCT INFRA AND POWER	

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Rajasthan (Jaipur), Gujrat (Vadodara) , Chhattisgarh (Raipur)- and Delhi. We believe that access to sustainable energy needs to be equitably distributed as it feeds into all the other sectors. This year we are awarding six winners from this sector, as we celebrate the power of the influencers who have made this possible. Investing in solar, wind, and thermal power and improving access to green energy is vital to reverse the detrimental effect on the climate and environment.

Here are some powerful pitches of our winners and their aspirations to achieve SDG 2030. The WomenNovator's Virtual Incubation program's cohorts has gamechangers of this sector - Ameer Gandhi, Bhavana Chittawar, Dr Vanita Prasad, Jeyalakshmi Venkatanarayanan, Kirti Rajesh Bhalerao, Nidhi Gupta, Premlata Mishra, and Priyanka Bhuyan.

INFLUENCER SECTOR: POWER & ENERGY

Our influencers are iconic leaders who build communities and nurture them. Through myriad impact-oriented interventions these leaders help and support their community members. Thus, creating a generation of financially independent women by turning every woman's career aspiration into action.

The beneficiaries of all the programs and interventions are known as **Women Faces - Females Aspiring to Create Equitable Spaces**. Collectively we are working towards a gender-just society.



WOMEN FACES

FEMALES ASPIRING TO CREATE EQUITABLE SPACES

Women Faces are the core beneficiaries of all our initiatives – WE-Pitch helps us identify these faces hidden in remote locations -sometimes even blind to the financial ecosystem, and our Virtual Incubation program helps them grow and accelerated their careers and businesses. Women Faces get upskilled (WE-Learn is an online repository of self-paced courses) and showcase their products and service offering on WE-Mark – a marketplace for sellers, buyer, and resellers (distribution network).



These Women Faces come from different geographies, cultures, cities, and domains. Womenovator opens opportunities for pitching their idea to experts from the industry (our distinguished jury members), partners, and investors. We believe that it's **not the skill gap but the 'opportunity gap'** that has kept women behind in their professional journey. The best part is yet to come! Once they become part of the WE-community, they get to meet many more female entrepreneurs, professionals, and even social activists – it's time to connect and work together.

FROM PITCHING TO INCUBATION

WE-Pitch is our flagship program leveraged by women and men who can influence their community members. It's a platform - available in both physical and digital - that enables applicants (Women Faces) to pitch their ideas to an expert panel of jury and partners. The winners are incubated in the Virtual Incubation Program (The Big Shift) - a 10-week journey where the participants get to apply their learnings and map market opportunities. The Influencer prepares these applicants to meet the sharks on the Pitch Day to raise funds and get partnership offers.

While WE-Pitch happens at the city or sector level, the incubation program brings together winners from all the pitching competition. It's time to connect, learn, and lead. Let's get to know our winners and their empowerment journey with us.

WINNER: KERALA

SOCIAL ENTREPRENEUR: DR CHANDRA VADHANA

Chandra launched Prayaana, (means "life changing journey") which endeavours to skill women to be able to start their own businesses. The genesis of Prayaana goes back to the days when she faced hardships in her professional journey. Gender parity starts with us. Chandra decided to make Prayaana an all-women organization to skill women to become entrepreneurs. She provided them with an all-women product marketplace to enable quick access to the market.

Prayaan offers career guidance and need-based trainings to women entrepreneurs. It focusses on women (especially housewives) who wish to start or restart their professional journey. Her vision is to empower 1 million women educationally and economically by 2030 and with Womennovator community support she is sure she will achieve it.

FROM PITCHING TO INCUBATION

WINNER: MAHARASHTRA

ENTREPRENEUR: PRACHI KHANDELWAL

Brain Food is Prachi's brainchild. She believes that education should be pursued as a 'fun activity' and should go beyond the school curriculum. She has ventured into educational toys which come in five different languages (ability to learn new languages is best when we are young) – German, French, English, Spanish, and Sanskrit. These languages are introduced in early years of a student's life through flash cards. Parents have shown overwhelming interest in learning that is not digital. Sanskrit as a language is a way to build logical thinking skills and connect Indian students to the holy scriptures.

Education is the foundation for the human capital development of every nation. Making our students equipped with international languages at an early stage opens many global work opportunities. At, Womennovator, we promote such initiatives, as we believe we need to nurture children well as they are the architects of our future.

WINNER - MADHYA PRADESH (BHOPAL)

SOCIAL ENTREPRENEUR: POOJA DUBEY PANDEY (PEOPLE CHOICE)

Pooja, an academician, did her research at the Tata Memorial Centre- ACTREC, before incubating BETi Innovation. She believes that life is short, and everyone needs to contribute to eradicate malnutrition and unemployability. She launched her startup and got seed funding from the Bhopal Smart City Development Corporation Limited (BSCDCL) – a reward for winning the first prize at the Innonext Challenge.

BETi started with Spawn (mushroom seeds) production lab and has developed many 'super foods' that provide diet supplements. The products are packaged in biodegradable material from agriwaste. She joined Womennovator to help her accelerate her startup and explore overseas markets.

FROM PITCHING TO INCUBATION

WINNER: MANUFACTURING (NASHIK)

ENTREPRENEUR: PRIYA PRUTHVIRAJ SALVE

Priya is aspirational. She is the founder of Nisarg Plastic which develops gas and electric brooders for the poultry industry. The infra-red rays that come out of the brooder directly hit the skin of the birds which increase their body temperature and induces healthy growth. She dreams, “Muje mera business har hal me Top par le jaana, har problem ko me sanghrsh kar lungi Top par jaane ke liye” (No matter what, I desire to see my business at the top of the list, and I am willing to struggle to realize my dream.)

We incubated Priya and developed her digital presence (Nisarg Plastic) to extend her market reach. Thereafter, Priya completed her entrepreneurship training program, 1:1 mentoring sessions with the industry experts, and now we are exploring partnership opportunities for her in the public sector. WomenNovator’s strategic partnership with the National Small Industries Corporation NSIC was instrumental in organizing a business loan that helped Priya kick-start her venture.



FROM PITCHING TO INCUBATION

WINNER - KERALA

ENTREPRENEUR: PINKY JAYAPRAKASH

Pinky is a software engineer and incubated an Edtech startup with the Kerala Startup mission - SkEdu.

She designed a novel assessment platform that measures the cognitive, social, emotional, academic, and creative skills of students. The product provides a holistic profile of the students as they progress in their academic journey. The platform has built-in (AI) algorithms that makes recommendation and designs action plan for students.

With the launch of the New Education Policy (NEP2020) in India, Pinky wishes to seek help to scale her assessment platform in the public education sector. WomenNovator incubated her and helped in optimizing her product. She interacted with Industry experts who have helped her align the assessment outcomes in sync with the NEP. We believe that SkEdu will help us assess the learning outcomes of students and help them in their career paths.

WINNER -HEALTH CARE & MENTAL WELLNESS

ENTREPRENEUR: SUPRIYA CHATURVEDHI (PEOPLE CHOICE)

A proud receiver of our **WomenNovator' People's Choice award**, Supriya is trying to fight the adverse effects of cancer treatment by leveraging nanotechnology. She is the founder of Nuimance Phytovigyan, which was incubated after she saw her grandmother fight the ills of cancer. The horrific story of her sufferings led to the genesis of Nuimance Phytovigyan. After several years of R & D, she launched the anti-cancer chemo-adjuvant in 2020 which is Indian FDA, GMP certified and endorsed by oncologist. Her novel phyto-nano (ayurvedic) drug focuses on anti-neutropenia and anti-cancer elements and speeds up the recovery process post-surgery and chemotherapy. By leveraging WomenNovator global network, Supriya wants to reach out to men and women who are undergoing treatment for cancer. The antiviral ayurvedic immune booster helps boost immunity during the pandemic.

This year we recognized and awarded 1000+ Women Faces. It's the relentless work done at the grassroots level by our community of Influencers that has made this possible.

INFLUENCER - THE CATALYST

The power of the Influencers is reflected by their ability to 'influence' their community members to experience fulfillment in personal and professional life. They work on the holistic well-being of their members. Today we have **200+ Influencers working with 2000+ women** abetting their personal and professional journey and making them contribute to the economic growth of the nation.

THE METHODOLOGY

It all started with the idea of finding individuals and institutions who have the desire and potential to influence the ecosystem of 'women empowerment.' To crowdsource women rights visionaries and equality advocates to all ages and genders to make a societal shift. We call these changemakers-The Influencers. These people dare to question the existing status quo and work at the grassroots level to 'uplift' the faceless women. These iconic groups of individuals and organizations co-creating a gender-just society.

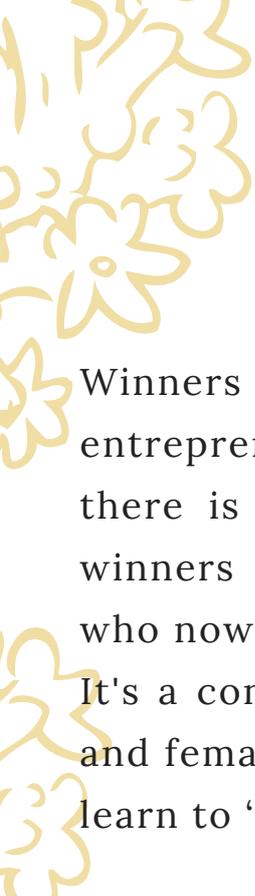
This group of iconic people cuts across multiple sectors, domains, geographies, and cultures. The Influencers are community leaders representing either a city or a sector. They bring the local women into our network through our flagship program called the WE-PITCH. As the name suggests, WE-PITCHs are Women Empowerment Pitching Competitions. The Influencer identifies these women from remote corners, trains them, and places them on a virtual or physical podium. Six Women Faces make it to the finish line after every WE-PITCH.



Parvinder Kaur
Director of
Arrow PC Network Pvt. Ltd.



Rajnnee N Aneja
Founder & CEO
of Rosary



INFLUENCER - THE CATALYST

Winners are a mix of social activists, professionals, and women entrepreneurs from Micro/Medium/ and Small Industries, and Yes, there is a Viewer's Choice Awards - Based on YouTube likes. These winners will now experience The Big Shift. They are the chosen ones who now go through the Virtual Incubation program called The Big Shift. It's a continuation of efforts to support the winners of the WE-Pitches and female-led startups who wish to ideate and accelerate with us. They learn to 'choose themselves' and build their dream.

Today, we work with 50+ Social sectors organizations and NGO partners. Over the years, along with our partners we have been able to create significant impact. Influencers have also been a support to women who faced financial exclusion or domestic violence. We have opened job opportunities with our partners and provided free counselling and therapy. Our health and wellness sector has been most active during the pandemic addressing mental health problems of our community members. In some cases, we have even provided legal advice with the help of our partners who cut across multiple domains and geographies. **These Empowered women shall help us build Empowered Nations.**

Our Influencers bring in a panel of at least five jury members and industry partners who judge their applicants' pitching competitions to announce the winners (Women Faces). Today we have over 2000+ experts from different sectors and geographies supporting us to deliver impact. Many applicants have experienced a 'big shift' in the way they navigate their professional and personal lives.



THE BIG SHIFT

VIRTUAL INCUBATION PROGRAM

The Virtual Incubation Program (called The Big Shift) is a continuation of efforts to support the winners of the WE-Pitches and female-led startups who wish to ideate and accelerate with us. The Big Shift was launched in 2018 in 20+ cities of India and has empowered over many women and counting.



In this program we take the incubatees - women professionals, entrepreneurs, and social activities - through a **10-week Virtual Incubation Program**. Each week covers critical aspects of an entrepreneurial journey. The cohort comprises of women who are at different stages of their professional journey - some are at the onset struggling to forge ahead. The 10-week Practicing Entrepreneurship program brings together aspiring women from multiple cities and sectors, creating an environment for peer learning. Our program helps them determine which idea pairs with their passion and expertise and meaningfully map with the market opportunities. Beyond individual women, we have observed that it has far-reaching benefits for their families and society.

At Womemmovator, we associate women's empowerment with many complementary factors, like improved family health, better education outcomes for children, and stronger community ties. We promote the idea that women need to 'choose themselves' to ensure better health, education, and access to professional opportunities to create a balanced gender equation in our nation.

THE BIG SHIFT

MEET MANMEET: SHE FOLLOWS HER DREAM, DO YOU?

FOUNDER OF A PREMIUM ART JEWELRY BRAND: GEMS IN JEWELS

Three decades ago, Manmeet Singh, started with her dream and set up a prestigious design Institute in Delhi. Family dynamics changed, and she changed tracks. Her innate desire to reconnect with her passion for fashion was immense. Manmeet is part of our **First Incubation Cohort** who experienced **'The Big Shift'** in her life and launched her jewelry line. Today "Gems in Jewels" adorn celebrities like Salma Sultan, Neha Malik, Manya Pathak, and many more. She believes that it's never too late to Make Things Right!

At Womennovator, we are creating a generation of Financially independent Women by turning every woman's career aspiration into

action. These empowered women are creating their own stories and empowering many more. We believe whether you are at the workplace or enjoying a coffee with friends, you always carry your **'whole self'** to the meeting. The boundaries between our personal and professional life are getting blurred - more so during the pandemic - and we all sometimes need help navigating the new normal. Pandemic has taught us that it's the communities - specifically local communities - and traits like empathy and care for others that are vital to keep communities growing and flourishing together.

About Womennovator Incubation Program

You start with an idea, a technology, a passion - the first step is to learn how to build your dream business by acquiring the required skills. Virtual Incubation Program at Womennovator is the flagship program that helps you determine which idea pairs your passion and expertise and meaningfully maps with the market opportunities.

Introducing our Incubatee

Manmeet Singh, a business Owner at Gems in Jewels, from Delhi. She is a versatile jewellery designer with a commitment and passion to design customized jewellery for the fashionista women of today. Being a creative thinker, she has a key interest in developing an overall personality with eye-catching statement jewellery pieces that enhance the beauty and bring out the queen in you.

How can we together support Manmeet?

She is looking forward for domestic and global reach, and help in scaling her business.



Manmeet Singh
Owner of Gems in Jewels



[To search more products & services go to wedistributors.womennovators.com](https://wedistributors.womennovators.com)



[How can you help an Incubatee? Click Here](#)
[For any queries please contact us at partner@womennovator.co.in](mailto:partner@womennovator.co.in)
[To Register For Incubation, Click Here](#)



POWER OF LOCAL COMMUNITIES

We organized a virtual session for all the Influencers to meet and exchange ideas – the year 2021 marks the completion of another year of the Influencer’s penetration into the remote corners of India. The pandemic year has disproportionately affected the women, it was important to trigger these conversations. Many Influencers volunteered to become part of Womennovator’ CovidCareGivers initiative. We have found our way through the last year together as a Community of people. We feel the need to be part of a community even more – through our Covid Outreach program, we joined hands with the local communities in India to fight the battle against Covid-19.



WOMENNOVATOR
First Virtual Incubator for Women
#NARISHAKTI

Keep a safe and clean space for all!

- Wash your hands frequently
- Wear a mask at all times
- Face shields required in certain areas
- Observe social distancing

500+ Covid Care Givers
300+ Covid Squad 30+ Covid Warriors
Covid Care in 100+ Cities of India

WE PROUDLY SALUTE OUR
COVID FRONTLINE WARRIOR

The meet also brought to light the pressures of the pandemic that have driven our community members – especially women – to downshifting their careers or even leaving the workplace. The Covid-19 pandemic has pushed many mothers out of the workforce – childcare and housework have mostly fallen to mothers. We tried to explore how have women handled this, and what are the learnings. We conducted surveys in our community to gain insights about these issues that got magnified during the pandemic.

COLLECTIVE LEARNINGS & IMPACT

This year we worked closely with **130+ startups** incubated by female founders. Our flagship program, **The Big Shift** (Virtual Incubation), has helped many women launch and scale their businesses. Our role as an incubator and an accelerator is to create the right environment for women startups to grow and succeed. We do this by ensuring that we provide the infrastructure, mentoring, market access, and access to funding. Depending on the stage and the business model, we curate programs for them.

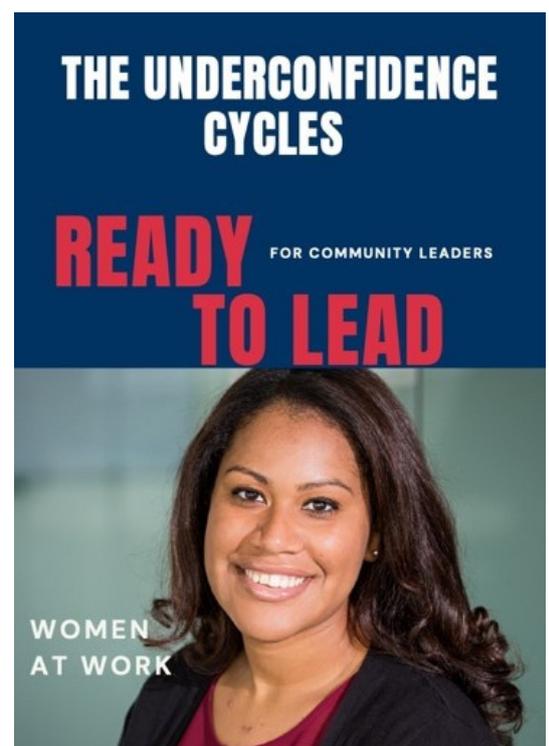
The pandemic brought about disruption, and it became critical to get deeper insights into the challenges faced by women who got incubated with us. We ran a survey – **Cycles of Change**—where attempted to explore our critical aspects of a women’s life – Personal, Professional, Economic, and Social. The survey findings enabled us to know their challenges better and brought to the surface some common issues. It gave us context to help them as they battle to fight the ills of the pandemic. Next, we reached out to our community leaders and Influencers (2000+ audience) as the pandemic effects had engulfed everyone. The survey's focus – '**The UnderConfidence Cycles**'- was 'women at work' and their experiences as they navigate their careers and businesses during these difficult times. The survey attempted to extract insights about three crucial aspects: the broken rung and its impact on career progression; disruption due to the pandemic; how WFH models have affected their lives; bias at the workplace and their organization perspective on pay parity, flexible working hours, and fertility benefits for women.

Over 2000+ Women Community Leaders – Social Activists, Professionals, and Entrepreneurs – participated in the survey and shared their challenges.



Cycles of Change

Creating a generation of Financially Independent Women by turning every Woman's career Aspiration into Action



OUR BACKERS



As per the World Economic Report 2021, we need another generation of women to achieve gender parity. The impact of the Covid-19 pandemic continues to be felt, and now it will **take 135.6 years to close the gender gap worldwide**. Hence, seeing it from the lens of a human lifetime, gender equality does not qualify to be an explicitly visible and tangible outcome for govt spending and CSR footprints.

We have been fortunate to have the support of our 200+ partners, as none of this would have been possible if they were not part of our journey. We have a strategic partnership with the government - Ministry of MSME, Invest India, DST (Department of Science & Technology), MietY (Ministry of Electronics & Information Technology), Industry - DS Group, KEI, Indian Oil, Capital India. Our overseas partners are TGS Global, Austrade, We@InQ, and the US Consulate.

Our partners - government associations, industry, academic, and social organizations- have been instrumental in incubating female-led startups. The two flagship programs (WE-Pitch and Virtual Incubation) focus on the small and medium enterprises owned by women.

Globally, the MSMEs have experienced a massive setback in their businesses during the pandemic. Some segments could move online, which proved to be beneficial, if not profitable. Digitization of their business process negatively affects employment, so the people working in this sector lost their jobs. In India, this sector contributes 29% of the GDP, employs 11 crore people in its 6.3 crore enterprises. This year we gave special attention the struggling MSME sector.

DS Group: a case study

The Dharampal Satyapal (DS) Group is a multi-business corporation with a strong Indian and international presence. Founded in 1929, its leadership has demonstrated its commitment to equality, diversity, and sustainability. Our flagship partnership with the DS Group has empowered women in 20+ cities of India. (Moradabad, Mathura, Delhi, Aligarh, Chennai, Thiruvallur, Chengalpattu, Surat, Kochi, Kolkata, Nashik, Mumbai, Bangalore, Jaipur, Meerut, Chandigarh, Gurgaon, Ghaziabad, NCR, Pune, and Indore). The leadership team at the DS Group has been championing the cause of women's empowerment and subsequent gender justice

OUR BACKERS

With the help of our Influencers, we were able to expand our reach to the remote corners of India. The donor focuses on bringing about a systematic change at the grassroots level for the female-led small and medium-sized organizations. The maximum number of women got incubated from Kerala, where the role of the 'City Influencer' Meera Haridas is worth appreciation. Meera has over 25+ years of experience in the BFS and Healthcare sectors and has worked across privates and public sector organizations. Influencers' community becomes a booster for our programs.

The thrust of the 'incubation project' is to help women become financially independent and restore agency. Women struggle with gender equality and pay parity issues in the workplace, and the pandemic has accentuated this. Hence, promoting women's entrepreneurship and restoring agency has become imperative. Gender equality programs' impact deliverables are often complex to demonstrate explicitly as there are no visible and tangible outcomes. Our partners' support to promote the financial inclusion of the female gender and the collaboration of the Influencers gives us the impetus to uproot social and economic inequalities deep-seated in our society.

Nothing would have been possible without the support of our partner ecosystem. While a gender-just society might take over one and a half century, it the baby steps that we take that will bring us closer to our mission.

Gvriksh WOMENNOVATOR 2020

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INFLUENCER

KOCHI

MEERA HARIDAS
DIRECTOR, VERKENNER
BUSINESS ASSOCIATES PRIVATE
LIMITED



JURY MEMBERS

 <p>JOISH JOSEPH EXPERTISE IN SYSTEM DESIGN FOR UNDERWATER SENSORS, ESPECIALLY SONAR SYSTEMS</p>	 <p>NISHA SUDEEP JOHN HEAD OF SIP ACADEMY</p>	 <p>MANASA MOHAN FOUNDER OF IMPAXIVE CONSULTANTS PVT LTD</p>
 <p>DILEEP EBRAHIM CO-FOUNDER AND CEO OF INQ INNOVATIONS</p>	 <p>SWAPNA MENON BIOINFORMATICS CONSULTANT, M.S. IN MOLECULAR SCIENCE</p>	 <p>JORIN JOSEPH GM FOR FULLCONTACT IN INDIA, HEADS OF DATA RESEARCH FUNCTION OF FULLCONTACT</p>

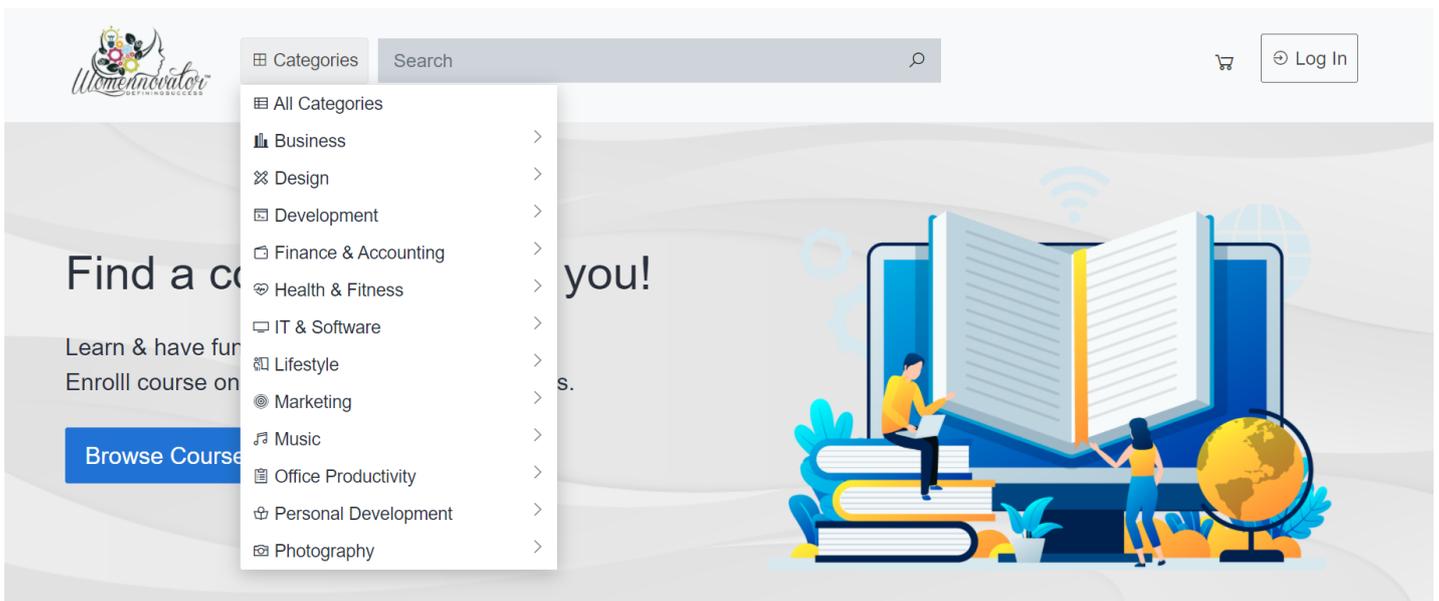
OUR BACKERS



BUILDING INTERNAL CAPACITIES

FROM ASPIRATION TO ACTUALIZATION

It is established globally that women's empowerment is a critical driver for economic and social prosperity. As per the **McKinsey Global** Institute report, India could add \$770 billion to its GDP by 2025 simply by giving equal opportunities to women (at the present contribution of women is 18% only). We at Womennovator believe it's not just a skill gap but an Opportunity Gap that has kept women in India from actively participating in the workplace. Hence, building internal capabilities became our core mission. In 2020, we launched We-Learn – an online learning platform with a rich repository of courses hosted on it. The courseware has a broad spectrum to choose from. Our programs and interventions leverage these self-paced online learning modules to skill and build capacity.



One of the most popular courses is the "Innovation to Market," a hands-on training program for practicing entrepreneurs. We run this program to upskill the Virtual Incubation program cohort, which undergoes a 10-week entrepreneurial journey. The cohort members could be at different stages of their startup journey – they could come with an idea, a technology, a passion. The training program is all-encompassing and covers every aspect of a how to start and scale your own business. It helps determine which idea pairs your passion and expertise and meaningfully maps with the market opportunities.

BUILDING INTERNAL CAPACITIES

FROM ASPIRATION TO ACTUALIZATION

For women who have already launched their products and services and are exploring market opportunities to grow, we launched WE-Mark. Our community members leverage this online sellers and reseller market to reach new customers and markets. The marketplace is symbolic of the silk route stretched from Asia to the Mediterranean, where sellers and



Why Sell on Wemark ?

Integrated Marketing, Customer Relationship, Logistics & Business Management platform to make online business easy for Women!!

Become A Re-Seller

resellers traded. We-Mark is an e-commerce platform for organized and unorganized retail – connecting buyers to retailers from the hinterland across all categories. It is an attempt to **democratize internet commerce**. Women entrepreneurs associated with Womenovator list their products and services in We-Mark free of charge.

We-Learn and We-Mark act as **enablers to us to build capacity** - the training platform helps us impart the right skills, and the online e-commerce platform opens growth opportunities – in India and overseas. Today, our community members are exploring options to scales to overseas markets.



WOMENNOVATOR GLOBAL

Gender inequalities are a deep-seated in every society. In 2020, it will be 25 years since the Beijing Platform for Action set out to remove the systemic barriers that hold women back. Investing in women's economic empowerment is a direct path towards gender equality and making women a 'true' contributor to the nations' economic growth. The pandemic demonstrated the critical role of communities in fighting the battle against Covid-19.

Globally the rhetoric of female empowerment has always focused on the individual empowerment. In today's connected world,



people all over the world are speaking for themselves. The social media generation dreams of reimagining economies, societies, and political systems that aim to achieve gender equality **leaving no one behind**. The UN Women launched the Generation Equality campaign to crowdsource and mobilize this new generation of changemakers - women right's visionaries and equality advocates - of all ages and genders to finish the unfinished agenda.

This year Womenovator decided to 'go further' with a thrust on global communities. Today, we have community leaders and Influencers across the globe working at the grassroots level and have forged strategic partnerships overseas with TGS Global, Austrade, We@InQ, and the Consulate General of India New York. Women empowerment is mainstream. We launched Womemmnovator Global Communities chapters in the Middle East (Saudi Arabia, Jordan, Bahrain, UAE), Africa (Uganda), Bangladesh, Philippines, Sri Lanka, and the United States.

DIGITAL FACILITATION

BRIDGING THE GENDER DIGITAL DIVIDE

As people's day-to-day activities move online, it becomes vital to facilitate women and girls digitally. Online experiences and opportunities are critical for girls and women well-being. Online education and skilling, access to critical information and support related to health and well-being, ability to leverage government schemes and services, and social media platforms for personal and professional growth are a necessity. Digital literacy is increasingly seen as an essential skill for employability and economic opportunities -- today, 90% of the jobs have an online component.

Gender inequalities in the physical world are getting mirrored and magnified in the digital world. The pandemic has accelerated the pace of the adoption of digital technologies in all aspects of our life. As digitization expands, economic and social growth will increasingly depend on people's ability to use technology. Hence, the thrust of our incubation program has shifted to digital facilitation of women to advance their personal and professional life.

EXPERT TALK
with
Vikas Tarachandani
"How grading facilitates funding needs of MSMEs"
Head of Grading and Financial Services
OCTOBER 1 5 PM - 6 PM
www.womeninnovator.co.in

VIRTUAL INCUBATION PROGRAM
"Do-IT-Yourself Landing Page Design for Business Owners"
Date - 11th September '21
Time - 3:30 PM - 5:30 PM
Pramila Jain
(Founder Candyfloss Branding Agency)
Supported By Powered By
@ESCAP

The 10-week entrepreneurial journey of the incubatees has Expert Talks and DIY sessions on digital empowerment. The experts and industry professionals impart skill training and do a hands-on workshop. The cohort learns how to build a powerful digital presence, the social media strategy, and how to use the reach of social media platforms to grow the customers base and position the brand.

DIGITAL FACILITATION

BRIDGING THE GENDER DIGITAL DIVIDE

Womenovator team works with the cohort to help them design and develop their website and digital marketing strategy. Many incubatees started their digital journey with us and have benefited from the expanding online customer base. Their first digital retail experience is WE-Mark, where they get to host their products and services without any subscription or commission fee. They become part of an ecosystem of online sellers and resellers who can take their products and services beyond their local geographies.

Transparent Gullak: a case study



Women Skill training and Empowerment

Funds Raised ₹4603 of ₹141005

No Tax Exemption

Donate Now

INCUBATED

150+ Women

Entrepreneurs/Professionals

DIGITALLY PLUGGED

120 Social Media decks 30+ Websites 75+ Social Profiles

BRAND BUILDING

400+ YouTube 120+ Catalogs 60+ Logo Designs

TO MARKET

600+ Women

Products & Services

UPSKILLING

2000+ Girls & Women

MENTORING

200+ Expert Advice

Sushmita Kaneri launched a crowdfunding campaign to skill tribal women to create eco-friendly home decor products. With the funds, she collected she set up skill training camps to provide hands-on skills to make home decor items like idols, lanterns, vases, etc. Sushmita crowdsourced the material to build these products. Many rural and tribal women have set up micro-businesses on the Gullak marketplace and have become financially independent.

At Womenovator, we build **Community Leaders** who believe in passing the baton to others – where the ‘common woman’ takes agency.

WHERE WE GO FROM HERE

RESTORING AND DISTRIBUTING AGENCY

Womennovator is a social impact platform to empower women entrepreneurs, professionals, and social activists to experience fulfillment in life. Through meaningful interventions at different stages, we offer support to women-led initiatives. To deliver this impact at scale, we need to connect and bring all the stakeholders on a single platform – the WE (Women Empowerment) platform. The Big Shift that women of our community have experienced can be ‘bigger’ through the adoption of technology – this bridges the gap between people and enables us to ‘reach further’. The pandemic has accelerated the adoption of digital technologies in the sub-urban and rural sectors. We would like to leverage this platform to enable positive agency.

We are allowing people to be part of the solution and not part of the problem. To empower the bottom of the pyramid and raise the bar to bring about the societal shift. While architecting this platform, we have shifted the power to the Influencers, the iconic leaders of our community. The Influencer further distributes this agency to the ‘common woman’ at the local level. Today we interact with tens of thousands of women across the globe and offer a range of activities to help women connect, learn and lead.

At Womennovator, we are committed to making women and girls contribute as equal partners to the growth and development of our nation under the **Sustainable Development Goal (SDG)-5**. Today, India has 58.5 million entrepreneurs, and 8.05 million are women entrepreneurs, which adds up to only 14 percent of women entrepreneurs in India. It is time for India's Incubation ecosystem to recognize the value that women entrepreneurs bring to the table.

While the global value of unpaid domestic labour by women is around 13 per cent of the GDP, in India and many developing nations, the number is almost 40 per cent.



WHERE WE GO FROM HERE

RESTORING AND DISTRIBUTING AGENCY

It is time to quantify and assign an economic value to unpaid housework and childcare. From managing household work, childcare, and careers to managing businesses, women have become adept at juggling many roles – this became critical during the pandemic. Our survey that covered 2000 women from 100+ cities of India has highlighted the challenges women face at work. Apart from workplace issues about pay parity, gender bias, and harassment, the Covid-19 pandemic has pushed many mothers out of the workforce – childcare and housework have mostly fallen to mothers.

**DISRUPTION
COVID-19**

#WFH MEANS 'ALWAYS ON'

Globally **25% of the women in the workforce** are contemplating what many would have considered unthinkable less than a year ago: **downshifting their careers** or even leaving the workforce

It is imperative to devise a way to assign value to this unpaid labour. By recognizing this, we will demonstrate women's 'true' contribution to the country's GDP. It benefits the GDP figures, empowers women, and brings the 'invisible faceless' women into the financial ecosystem.



SUCCESS STORIES

“

I'm Priya Prithviraj Salve from Nashik Maharashtra. WomenNovator helped me to become self reliant and always stands to support by business. When I started my business "Nisarg Plastics Industries, this platform helped me to grow my business by providing me networking, through which I got loan of 1 lakh rupees. **"WomenNovator Saath Hoga to Hum Honge Kamyab"**. Thank you tripti mam for your guidance and support and without you, I would have not been able to sustain. Thank you WomenNovator Team.



"I am Hina Gupta proudly share my association with WomenNovator for my business growth. Would like to thanks Ms. Tripti for connecting me with various mentors who further helped me in connecting with various officials whom I shared my business presentations. I must say that the incubation programme helped me in reshaping my business . Though it takes time in building relationship and getting contract. However, the wait is worth as you get awarded with contract worth 50 lacs. So, i would urge you all to stay connected with WomenNovator and use your entrepreneurial skills to develop relations and this process certainly takes time. Don't lose heart, have patience which will certainly get you business."

"Thank you so much Tripti ji for everything u have done for me. Now I'm your biggest fan here. I have received so many awards till now but this award came with bundle of Learning, Motivation and Connections. I was never so excited to receive an award like this before. I'm so really touched and can't be explained in words. That was a time when i was hopeless and fighting depression. The turning point of my life when we first met in meerut and i was going through very tough time. You made me cry by giving me hope to start once again and I started again without thinking of anything. Andd journey with u since then is full of motivation & inspiration. I apologize for getting emotional while



writing my heart out but please accept my gratitude for giving me motivation and giving to opportunity to learn. And yes i never expected i will make a website on my own. I always wanted to but never thought this early. You made everything possible all because of u. You gave me hope to live now. God bless u with every happiness u want in life. I didn't got any orders till now but u gave me the confidence that i can do it. Still gratitude for everything provided through this platform. Whenever u come to meerut please let me know, I'am just a call away. **"Kehte hain naa bhagwaan khud har jagah ni aa sakte sabka dhyaan rakhne. Vo apne doot ko bhejte hain aapke paas aapki help krne"** You are the same for me and less than god for me."

”



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