

WOMEN'S DAY SPECIAL

# EMPOWERING

THE SKILLED AND TALENTED



A global day- International Women's Day is right around the corner! The celebration of this day to accelerate gender parity is witnessed worldwide. This day is the most important day of the year to appreciate women's achievements and raise awareness about women's equality.

Encouraging women to step out of their comfort zone to become budding entrepreneurs is a cause we all need to work towards. It is vital for economic growth, standard of living, creates more jobs and helps the community as well.

"Over the last decade of working with women on different levels, I have realized that we all have the capability of becoming entrepreneurs however due to lack of support and confidence, we make our business a mere source of side income," says Saloni Agarwal Shah, Director, Smack Media.

A woman lending a hand to other women to rise and shine, Saloni is striving hard to make the dependent woman a notch higher in terms of freedom and knowledge. "Whenever I receive an inquiry, my first step is to create awareness and guide them to channelize their vision towards their passion. Most of them are influenced by their families/partners and don't take their own decisions. In India many of us also bank on professionals for basic marketing and design knowledge that we can do by ourselves. With my mentorship programme, I help them attain this so that they can be independent and make our own decisions without any influence," adds Saloni with full confidence.

There are many such brands who are working for the betterment of the skilled and talented women, whose hardwork and knowledge is not appreciated and acknowledged. We know gender equality is followed duly, but still we give a hats off to these five brands who are striving hard for the upliftment of skill, talent of the wonder women.

## PRAHNA

It is Prahna's long term endeavour to create coteries of women that share a common interest of growing the best possible superfoods by way of educating them regarding storage and processing techniques for their crops while banking on their ingenuity and wisdom of age old farming techniques. Transferring know-how and paying above market prices are just a few ways we support our women farmers and ensure that our Lakadong turmeric remains a cut above. Paying higher than market prices creates incentive for other women farmers in the villages to adopt similar practices and grow such superfoods, which leads to higher income and knowledge exchange that is beneficial to the community as a whole.

"Our turmeric is sourced sustainably from remote parts of Meghalaya. This ensures that we promote women farming communities that otherwise would have had to pay a share to the middleman. While cutting this step out we ensure that the direct benefit of our product goes not only to our customers but also to our partner farms," says **Sachit Kapur, Co-Founder PRAHNA Superfoods**

