

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.

ARTISANAL MARKET HANDPICKED BY PC

Women in India do not often get an opportunity to work, showcase their talent or follow their passion. Some are buried under family pressure while some don't get much resources and financial support from the family to start with.

We at Artisanal Market Handpicked by PC, pride ourselves to be a platform where we have opened doors for the women entrepreneurs, who have unique ideas and wants to set up businesses with huge passion and grit to reach their consumers and realise their potential.

"The Artisanal Market Handpicked by PC, is an attempt to give small businesses and passionate creators a platform to display what they create as well as a direct access to market. In our market More than 50 percent of these entrepreneurs are women, who are doing great in their niche," says **Puneeta Chadha Khanna, Founder Artisanal Market Handpicked by PC**

