

Women Entrepreneur India

WOMEN LEADERS IN ISRAEL
AUGUST, 2023

WOMEN IN BUSINESS



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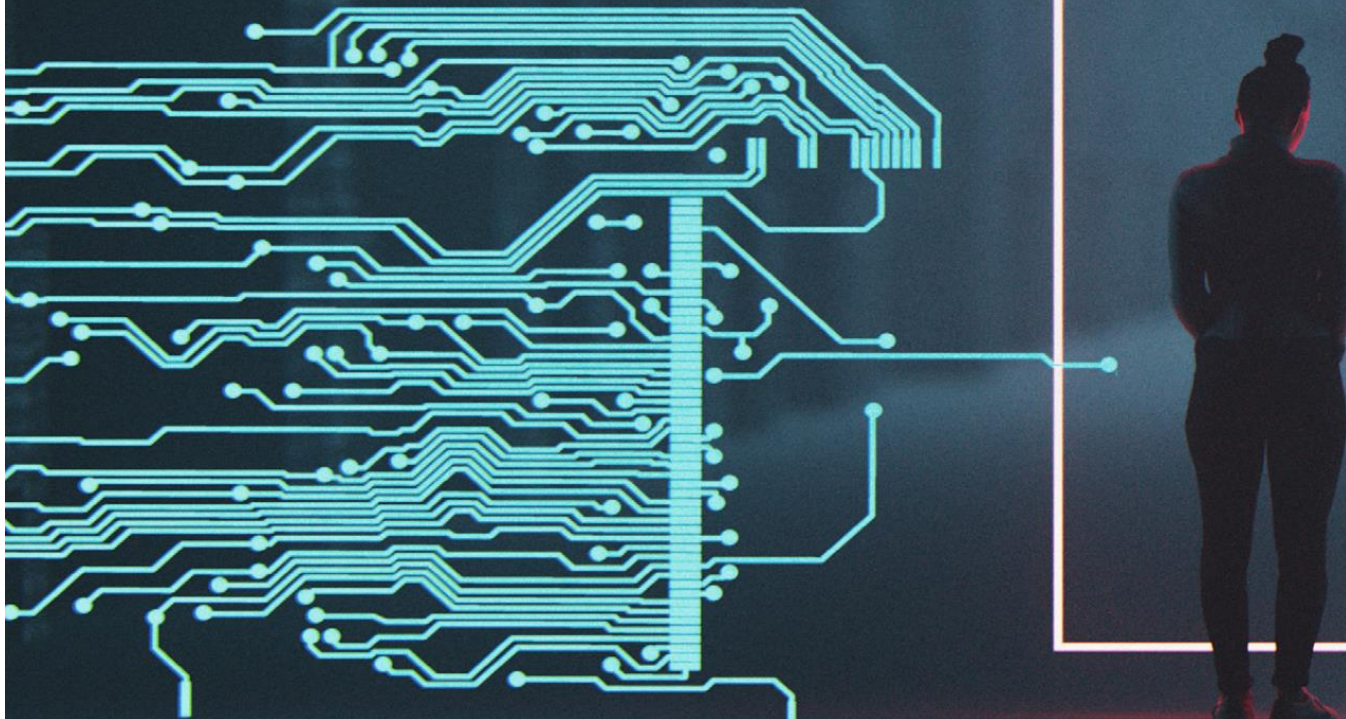
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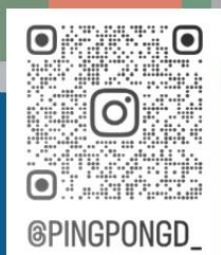


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Women Entrepreneur India

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Editor Note

ISRAEL MARCHING AHEAD TO GAIN EQUAL REPRESENTATION OF WOMEN IN THE WORKFORCE



Women make up a little over 50 percent of Israel's population. Based on data from 2021, only about 58.6 percent of women in Israel are a part of the labour force in the country as opposed to 65 percent of men.

Much like every other nation, Israel's law prohibits any form of discrimination based on gender. However, wage disparities between men and women remain an issue in parts of the state. Based on data from 2012, out of 59 developed nations, Israel stood 11th in terms of participation of women in the workplace. Israel also stood 24th in the same survey in terms of proportion of women leaders in positions of power.

More than a decade down the line, women continue to be underrepresented in the workforce and leadership roles alike. Speaking specifically about women in Israel's thriving tech ecosystem, they made up only 34 percent of the industry's workforce.

Women's representation in management roles is 24 percent which has seen a rise from being 18 percent in 2021.

A lot of ground has been covered yet a lot needs to be done to achieve complete equality. Celebrating role models and highlighting their journeys is a key step in facilitating this change. This is exactly what the current edition of Women Entrepreneur magazine intends to do. We bring to you the success stories of women leaders from Israel with the hope that you draw inspiration from them too.

Eti Avnery, Adv. Founder & Owner, Eti Avnery - Employment Law Office is one of the featured women leaders. Eti is a leading light in the legal fraternity, whose commitment, expertise, and strong leadership have led to incredible success in an increasingly challenging legal industry. With her diverse educational background, extensive industry experience, and passion for excellence, Eti has established herself as a trusted legal professional and entrepreneur.

She believes, "Remember that being an entrepreneur isn't about being perfect or knowing everything - it's about believing in your ability to learn, grow, and adapt regardless of what comes your way. Also, believe in yourself and your potential. Take risks, be brave, and don't be afraid to fail. And always remember, you are stronger and more capable than you think".

Vered Biron Sharvit, Founder & CEO, Experience & Well-being is an entrepreneur in Israel having over 20 years of experience in well-being in business, hospitality, education and community sectors. Her leadership initiatives have been recognized by various business establishments because she has been very successful in bringing about a change in the business processes she has led.

"In recent years, there has been a notable increase in women's representation in top leadership roles. More women are breaking through the glass ceiling and holding positions of power and influence, both in the public and private sectors. However, progress has been slow and there is still a long way to go to achieve gender parity in leadership we need to increase involvement in fields that are currently dominated by men," remarks Vered.

Read through the issue to know more about these reputed women leaders and their secret to success.

Do let us know your thoughts.

Rachita Sharma
Managing Editor
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UPCOMING
ISSUES

Women in
**INDIAN WOMEN
FOUNDED
COMPANIES IN
ASIA 2023**

Women in
**GLOBAL WOMEN
LEADERS FROM
AUSTRALIA 2023**

CONTENT

COVER STORY

12



ETI AVNERY, ADV. FOUNDER & OWNER,
ETI AVNERY - EMPLOYMENT LAW OFFICE

ETI AVNERY

Preeminent Figure Making
Strides in the Legal Fraternity

COLUMN

16

SIGNIFICANCE OF PEER LEARNING FOR BUDDING WOMEN ENTREPRENEURS

SNEHA REDLA,
VICE PRESIDENT,
AARVEE ASSOCIATES



26

WOMAN IN MODERN TIMES

UROOJ FATMA,
HEAD - HUMAN RESOURCES
(CORPORATE & PLANT HR),
MACAWBER BEEKAY



VANTAGE POINT

18

EMOTIONAL INTELLIGENCE:
EMPOWERING WOMEN'S SUCCESS
IN BUSINESS LEADERSHIP

OPINION

10

EQUALITY, INCLUSIVITY & UNIQUENESS MATTERS

NAINA RAJKUMARI,
PR & MEDIA RELATIONS,
OSHO WORLD



Women Entrepreneur India Top 10 WOMEN LEADERS IN ISRAEL 2023

22

VERED BIRON SHARVIT
FORMER CEO & FOUNDER
DR. NADER BUTTO CENTER



IN FOCUS

08

SHE'S NEXT GRANTS PROGRAM INTRODUCED BY VISA IN SUPPORT OF FEMALE-OWNED BUSINESSES

GCPL CHAIRPERSON NISABA GODREJ STATES IMPLIED VALUE OF GOODKNIGHT BUSINESS INR 30,000 CRORE

09

SHAMINA SINGH, SUCCESSFUL INDIAN-AMERICAN BUSINESSWOMAN, APPOINTED TO THE US PRESIDENT'S EXPORT COUNCIL

LAST WORD

30

HOW WOMEN ENTREPRENEURS ARE SHAPING THE WORLD

TWINKLE KESWANI
RESTAURATEUR, CO-OWNER:
PISCO BY THE BEACH,
TORO TORO, AND CAFE MONTAGNE



SHE'S NEXT GRANTS PROGRAM INTRODUCED BY VISA IN SUPPORT OF FEMALE-OWNED BUSINESSES

She's Next is a part of Visa's global program to support women in funding, and management, and also expand their businesses today launched their program in India. The aim of She's Next global advocacy program is to provide mentorship and guidance to women-owned small businesses as well as networking and funding possibilities with Visa.

To enroll their names in the program, women-owned and women-led small businesses can submit their applications from July 14 to August 27, 2023. The enterprises need to go through a screening process and a jury review during the process of selection. Three of these women business owners will be chosen as winners and will receive \$10,000 each.

There are a number of initiatives and programs that have been launched by Visa in India that shows a dedication to promoting female entrepreneurship. In 2020, Visa and its international partner IFundWomen

launched a grants program in India to support women business owners in obtaining funding for their company's growth and expansion. In order to promote digital and financial literacy among 650 rural women micro-entrepreneurs in 2021, Visa collaborated with the NASSCOM Foundation.

The United Way Mumbai (UWM) recently received a \$1 million donation from Visa in support of women's business development throughout 170 villages across four states, with the goal of helping at least 8,500 women. By providing these female micro-entrepreneurs with the necessary training and connecting them with appropriate financial resources, Visa hopes to strengthen their firms and communities.

Visa has contributed more than \$2.2 million to more than 200 grants and coaching sessions for female entrepreneurs in the US, Canada, India, and Ireland as a part of the She's Next Grants Program. [WFI](#)

GCPL CHAIRPERSON NISABA GODREJ STATES IMPLIED VALUE OF GOODKNIGHT BUSINESS INR 30,000 CRORE

The annual report of Godrej Consumer Products Ltd (GCPL) mentions that the implied value driven by the GoodKnight business based on the current market is over Rs 30,000 crore at present. This was bought by the firm's FMCG group for just Rs 100 crore in 1994 and in 1995 the firm sold 51 per cent of its share to Sara Lee and started a partnership with the US-based consumer goods company.



The business was later merged with the company in 2010 when GCPL bought Sara Lee's 51 per cent share for Rs 1,240.

As per sources, the total market capitalization of GCPL is over Rs 1.08 lakh crore. The chairperson of GCPL Nisaba Godrej mentioned in her statement about the acquisition of the company over the FMCG business of Sighanias of Rs 2,825 crore that promoted Kamasutra, Raymond Consumer Care, and Park Avenue brands.

Along with the most powerful brands GoodKnight and HIT, GCPL dominates the rapidly expanding home insecticide (HI) market in India. Nisaba Godrej referred to GCPL's entry into the deodorant and sexual wellness markets with brands like Park Avenue and Kamasutra as a 'significant' opportunity in the domestic market.

Nisaba stated about making GCPL a more sustainable and inclusive market while delivering business growth. [WFI](#)

INFOCUS

SHAMINA SINGH, SUCCESSFUL INDIAN-AMERICAN BUSINESSWOMAN, APPOINTED TO THE US PRESIDENT'S EXPORT COUNCIL

A well-known Indian-American entrepreneur named Shamina Singh has been selected to the President's Export Council, the main federal advisory group for international trade. Following US President Joe Biden's declaration that Shamina will be welcomed onto the council, this crucial action has been taken. Shamina is the creator and president of the Mastercard Centre for Inclusive Growth in addition to serving as Executive Vice President of Sustainability at Mastercard.

Shamina thanked everyone and said, "It is an immense honour for me to be a part of the distinguished leaders that make up the President's Export Council." "I have always been drawn to work that helps build inclusive, lasting prosperity for people and economies in the US and around the world," she continued. I'm excited to work with the Administration, share my viewpoint with the Council, and have the opportunity to advance American economic interests abroad.

Shamina has over 20 years of experience working internationally and has created a special social impact model that makes use of resources from both the public and commercial sectors. According to a statement from the White House, her leadership has greatly contributed to Mastercard's reputation for success thanks to its dedication to inclusive growth.

The founding of the Mastercard Impact Fund in 2018 with a \$500 million initial investment is one of Shamina's noteworthy accomplishments. She has been charged with using these assets in her capacity as its president to advance fair growth and financial inclusion on a global scale.

Shamina has consistently shown a great dedication to working for the common good. She has held significant roles in both the White House and the US House of Representatives, most notably as the President's Advisory Commission on Asian Americans and Pacific

Islanders' first Executive Director. She was chosen by President Barack Obama in 2015 and given Senate approval to fill a six-year term on the AmeriCorps board.

Shamina serves on the boards of the Anti-Defamation



League and the Ann Richards School for Young Women Leaders in addition to her contributions to business and government. She has also received acclaim for her achievements, appearing on lists such as the Fast Company Queer 50 and the Financial Times Top 100 LGBT+ Executives.

Shamina has degrees from prestigious universities including Harvard, Yale, Stanford, and the Indian School of Business. She graduated with a Bachelor of Science in Science from Old Dominion University and a Master of Public Affairs from the University of Texas at Austin's Lyndon B. Johnson School of Public Affairs.

The President's Export Council is crucial in helping the President make decisions about programmes and policies that affect US commerce. It supports the expansion of exports, offers a forum for the debate and settlement of trade-related issues, and spans a number of industries, including business, industry, agriculture, labour, and government. With Shamina's appointment, the council's goals and the development of American economic interests across the world are anticipated to benefit greatly from her wide-ranging knowledge and commitment to inclusive growth. [WFI](#)



EQUALITY, INCLUSIVITY & UNIQUENESS MATTERS

By Naina Rajkumari, PR & Media Relations, Osho World

Naina is a communication specialist, brand strategist, storyteller and columnist, with over 23 years of experience. Prior to joining Solidaridad Network, in the International Development sector, she was heading the Public and Media Relations.

For over a hundred years, International Women's Day on 8th March celebrates the social, economic and political achievements of women, reflects on the progress, demand gender equality and puts the spotlight onto issues affecting women all over the world.

Even after a century of highlighting women's issues and demanding equality, the need to celebrate this day is becoming ever pressing. It is 2023 and it's incomprehensible that we still have inequality between women and men. At the heart of the International Women's Day lie women's rights. As humans all deserve the same rights – human rights. Across the world, women in government are underrepresented in most if not all countries worldwide. An UN Women report states, "As of September 2022, there are 28 countries where 30 women serve as Heads of State and/or Government. At the current rate, gender equality in the highest positions of power will not be reached for another 130 years".

Patriarchal gender biases, marriage, pregnancy, child and elderly care leads to women dropping out of workforce or failing to achieve their full potential. Women do the lowest-paid jobs and earn less money for the same work. During the pandemic, everyone suffered job losses and was pushed out of secured social nets. Even though the pandemic affected everyone,



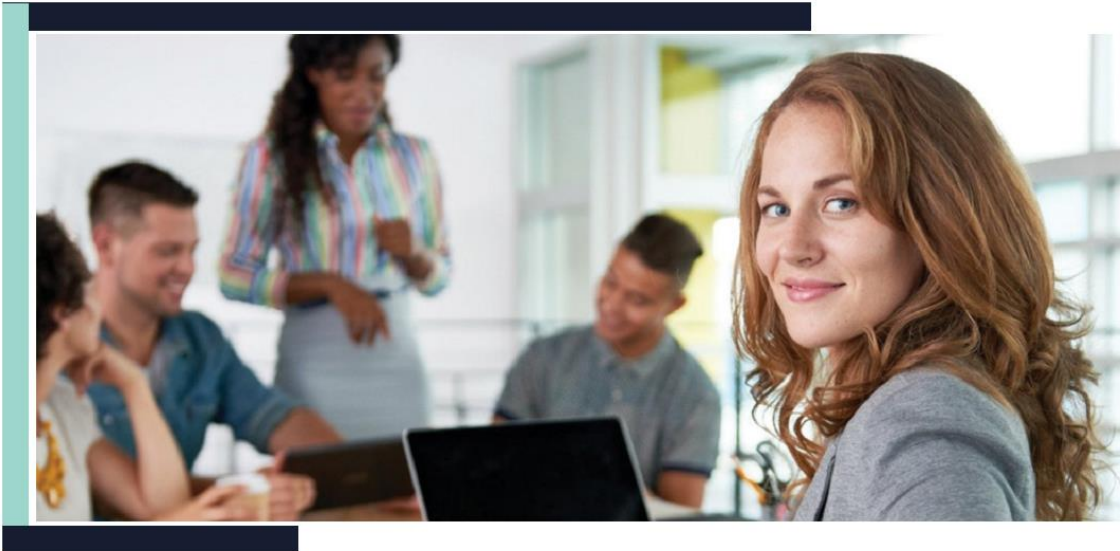
THE FREEDOM OF WOMEN IS GOING TO BE THE FREEDOM OF MEN TOO. WE CAN CREATE A WORLD TOGETHER, WITH MEN AND WOMEN SHARING THEIR INSIGHTS, THEIR VISIONS, AND THEIR DREAMS

more women lost jobs compared to men. According to a report by McKinsey, the dual role of handling household and work pushed women out of the workforce at a faster rate. It's given that the pandemic had an impact on everyone but women were impacted further.

The lack of voice is a critical factor of gender inequality and hinders women's access to decision-making and agenda-setting processes, and beyond that, opportunities for leading these processes. A critical example is that women represent a substantial share of the total agricultural labour force, as individual

OPINION

10 AUGUST
2023



food producers or as agricultural workers. Despite the women's increasing involvement in agricultural work and management, their role as farmers is underplayed or denied, and that various social determinants affect the ability and readiness of women themselves to assert an identity as farmers. Women play a critical and transformative role in the agricultural growth of developing nations. All said but the reality is that we are missing out on the potentials of the half of our population. Women have been repressed continuously for millennia. While he has been given every opportunity and chance, the woman has been repressed and crippled. She has not been allowed to compete with man shoulder to shoulder in life. That's why we don't know how many Einsteins and Fords have simply been denied any possibility for growth; Buddhas denied the possibility to blossom. One needs opportunity. By barring the women from education, training, and freedom, we have made the society and the whole world poor.

If the woman is allowed freedom to grow to her potential, there will be many women leaders, bankers, artists, entrepreneurs, mystics, poets and painters. They will not only enhance the woman's part of the world; they will enhance the whole world.

As the contemporary mystic Osho says, "The freedom of women is going to be the freedom of men too. We can create a world together, with men and women sharing their insights, their visions, and their dreams. Because they are different, their dreams are different; their contributions to the society will be different. And if a society can be created in which men and women have participated equally, that will be for the first time the richest society in the world". Man and woman are neither

equal nor unequal, they are simply unique. We have to create a world where there is no question of somebody being superior and the other inferior. Beyond equality, women will also have to keep their uniqueness. It would be insulting to have second hand men. Then only we will have an enriched world of man and woman existing as complementaries and not contradictories; the woman becoming strong and the man becoming more sensitive. The redefining of feminism, therefore, depends not only on women rediscovering themselves; men will also need to redefine their role and restructure their attitude vis a vis women.

"Gender inclusivity is neither discriminatory nor biased towards any particular sex. It believes in an equal world with equal opportunities for everyone while celebrating their uniqueness. A gender-inclusive workspace, for instance, does not expect a woman to behave like a man to be considered for a leadership role", says Kritika Banerjee, Senior Editor, Solidaridad Asia, and a CSO that works towards sustainable supply chain.

The woman can be of immense help in creating an organic society. She is different from man, but not unequal. She is as equal to a man as any other man. She has talents of her own which are absolutely needed. Man and woman both belong to one humanity, and they both have complementary qualities. They both need each other, and only when they are together, they are whole. Differences are not contradictions. They can help each other and immensely enhance the world.

Gender expert Neha, rightly concludes, "Equity, equality and empowerment is the key to gender inclusive society. both men and women are equal and should have equality in all kind of opportunities". [WFI](#)

COVER STORY

ETI AVNERY, ADV. FOUNDER & OWNER,
ETI AVNERY – EMPLOYMENT LAW OFFICE

ETI AVNERY

Preeminent Figure Making Strides in the Legal Fraternity

Women are indeed cracking the glass ceiling and demonstrating impressive advancements in both initiating and governing prosperous legal professions. The antiquated ideas of forfeiting a career following marriage and casting doubt on women's capabilities in leadership positions are progressively becoming relics of the past. Among these trailblazers is Eti Avnery, a visionary leader who has left an indelible mark on the legal field.

Throughout her distinguished career, Eti often found herself as the lone woman among male managers, providing her with a unique perspective to critically analyze organizational dynamics. This experience fuelled her determination to advocate for change and create a more inclusive environment for women. Eti's unwavering commitment to her multiple roles as a dedicated professional,



My success mantra is quite straightforward: 'Always strive for excellence & maintain integrity in all you do'

Women
Entrepreneur India Top 10
**WOMEN LEADERS
IN ISRAEL** 2023

Eti Avnery is a leading light in the legal fraternity, whose commitment, expertise, and strong leadership have led to incredible success in an increasingly challenging legal industry. With her diverse educational background, extensive industry experience, and passion for excellence, Eti has established herself as a trusted legal professional and entrepreneur.



influential leader, nurturing mother, and supportive partner has allowed her to navigate the immense challenges of juggling diverse commitments.

Eti's journey serves as an inspiration to aspiring women, assuring them that achieving excellence while balancing various roles is indeed attainable. She encourages women to embrace the opportunities that lie ahead, promising that success in the legal profession brings an unparalleled sense of fulfillment. As a leading light in the legal fraternity, Eti Avnery exemplifies the potential and possibilities for women to thrive, lead, and leave an enduring legacy in the legal industry.

Eti Avnery, Founder & Owner, engages in an exclusive interaction with CEO Insights Asia and elucidates more about her professional trait and her unique play in the legal field.



Take us through your educational background and the prior industry experience that you bring to the table.

I earned a Bachelor of Laws (LL.B) in Law and a Bachelor of Arts (B.A.) in Economics from the University of Haifa, graduating Magna Cum Laude. I further pursued a Master of Laws (LL.M.) in Commercial Law from Tel Aviv University, graduating Summa Cum Laude. In addition to my legal education, I have a deep-rooted passion for dance, starting at the young age of 5. My dance journey began with Ballet and Flamenco, and it continued even as I entered the legal profession. I also taught Ballet for several years, which helped me develop discipline, creativity, and resilience, skills that have proven invaluable in my legal career. Furthermore, serving as an officer of senior staff in the Israeli army was a transformative experience that instilled in me a strong sense of responsibility, teamwork, and strategic thinking. These qualities have been instrumental in my

legal career and managing teams & complex cases.

Over the course of my legal career, I have worked for several reputable organizations. After gaining just five years of legal experience, I was given the opportunity to found and build an employment law department at a major high-tech law firm in Israel. This was a testament to my dedication, leadership abilities, and employment law expertise. Three years later, I founded, led, and became a partner in another employment department at a well-known Israeli law firm. These experiences and accomplishments have significantly shaped who I am today—a dedicated legal professional and entrepreneur driven by a passion for excellence, a commitment to my clients, and a desire to make a positive impact in the field of employment law.

How does your vast industry experience empower you to be a better legal professional and entrepreneur today?

My extensive industry experience has been instrumental in honing my skills as a legal professional and entrepreneur. Working across different law firms and sectors has provided me with a comprehensive understanding of legal and commercial matters, enabling me to provide well-rounded advice and solutions to my clients. Through my involvement in complex negotiations, I have developed sharp negotiation skills that help secure the best possible outcomes for my clients. This expertise is crucial in my current practice. I have learned the importance of building strong relationships with clients. This skill is vital for an entrepreneur in maintaining client trust and loyalty. My work with technology companies has given me a deep understanding of the commercial, business, and managerial aspects related to employers' engagement. This commercial insight is a key in providing tailored advice to clients in the tech sector.

What motivated you to establish Eti Avnery Law? Tell us about the underlying idea behind the venture and its key areas of specialization.

The motivation behind establishing my own boutique law firm, Eti Avnery - Employment Law Office, was twofold. Firstly, I was driven to create a space open to change and innovation. Despite recognizing the legal profession's conservatism, I was determined to foster a positive shift that would integrate the discipline with our increasingly technological and fast-paced world. This entailed setting up a firm that upheld the best aspects of traditional legal practice while also being unafraid to incorporate modern approaches when dealing with legal matters and disputes.

Advice for aspiring women entrepreneurs - Remember that being an entrepreneur isn't about being perfect or knowing everything - it's about believing in your ability to learn, grow, and adapt regardless of what comes your way. Also, believe in yourself and your potential. Take risks, be brave, and don't be afraid to fail. And always remember, you are stronger and more capable than you think.

Secondly, my motivation stemmed from an urge to provide tailored, all-inclusive legal services in employment law. By leveraging my extensive experience and distinctive legal-commercial approach, the intent was to build a boutique firm that truly comprehends the nuances of employment relationships, regardless of how complex they might be.

The underlying idea behind Eti Avnery - Employment Law Office is to combine high professionalism, commercial insight, and emotional intelligence with modern technology approaches to offer tailored solutions to our clients. We aim not only to provide legal solutions but also to understand the individuals involved and consider their future relationships, ensuring minimal damage to our clients' businesses and livelihoods.

Our key areas of specialization include providing ongoing advice on all aspects of employment law, employment consultation within private and public M&A and IPOs, representation in litigation procedures, drafting and negotiating agreements, and providing legal opinions to all types of employers. Our practice also includes a particular focus on technology companies and the unique challenges they face in relation to employment law.

In your opinion, what factors or personal traits make you a strong and efficient business leader? What is your success mantra as a business leader?

As a business leader, I believe that several factors and personal traits contribute to my effectiveness. Firstly, my legal training has honed my ability to dissect complex issues and find practical solutions. The ability to adapt to changing circumstances, whether in law or in business, allows me to keep the firm agile and responsive.

My genuine passion for the industry fuels my commitment to providing the best service possible and inspires my team to strive for excellence. Strong

negotiation skills are essential in my field, and they have been instrumental in obtaining favorable outcomes for clients. Through years of experience, I have developed a thorough understanding of both legal and commercial issues, which helps me make sound business decisions.

My success mantra is quite straightforward: 'Always strive for excellence and maintain integrity in all you do'. I am adamant that the road to long-term business success involves upholding the highest standards of professionalism and ethics while relentlessly seeking better outcomes.

How do you foresee women's participation growing and evolving in the Israel business landscape going forward? How can we promote more women to reach top leadership and decision-making positions?

Women's participation in Israeli business has been growing steadily, and I expect this trend to continue and intensify. Women are increasingly entering traditionally male-dominated fields, which is critical for diversifying the business ecosystem and stimulating innovation.

However, several steps can be taken to further promote women's ascension to top positions. It is essential to establish mentorship programs where aspiring female leaders can learn from those who have already succeeded. Organizations should ensure that men and women have equal opportunities at all levels. Providing flexible working conditions can help women balance their professional and personal commitments, which is often a major hurdle in reaching top positions.

Encouraging girls to pursue education in, for instance, STEM fields can pave the way for increased representation of women in leadership positions in the future. The number of businesses owned by women can be increased through programs that support them financially and with resources. Organizations can invest in leadership training programs for women to equip them with the necessary skills and knowledge to ascend to top positions.

By taking these steps, we can move closer to gender equality in the business world in Israel and beyond. [WFI](#)





SIGNIFICANCE OF PEER LEARNING FOR BUDDING WOMEN ENTREPRENEURS

By: Sneha Redla, Vice President, Aarvee Associates

Sneha has been working as a VP at Aarvee Associates (Construction Industry) for 13 years. She brings in exceptional knowledge in Railways, Project Management, Operations, Structural Engineering, New Business Development, People Management, Process Improvement and more.

Stepping into the leadership of any form is a rewarding yet isolating process. Every day is spent strategizing, firefighting and multitasking - and I know that most people who embark on the journey love it and even thrive on it. While in general, I don't subscribe to assessing or making allowances for women leaders based on their gender, it is a reality that we live with every day. There will always be a few different battles that women fight as compared to our male peers. I think that a lot of the limitations that we women set for ourselves in the isolation of our subconscious are what we have been conditioned to every single day of our existence. Even if we have been raised equally to our male siblings the sheer amount of biased content that one is exposed to unknowingly seeps into our thinking. They are so in-built that it doesn't even occur to us to question that thinking.

The fact that this conditioning exists - in every ad, movie joke, and even casual conversation - only occurred to me when some of my male peers gave significantly matter-of-fact simple solutions to my hard-coded self-



**THE ABILITY TO REFLECT
INWARDS AND SHARE
THOSE THOUGHTS WITH A
NONJUDGMENTAL GROUP
THAT UNDERSTANDS YOUR
STRUGGLE**

limiting beliefs. Once that moment of epiphany occurred - there is no limit to our ability to handle things. Being part of organizations that give access to peers from similar leadership positions and having an ecosystem to promote structured peer-based learning is what helped open my thinking. We all grow up with friends who share our past, interests, and values. But once we step into a leadership role, there will come a degree of separation that will come about in the closest of friendships because they

COLUMN

16 AUGUST
2023



might not understand the frustration of something as fundamental as lack of ownership towards work. It is in this mindset that I was exposed to a peer-learning setup.

A peer-learning group is essentially a group of people who are alike in terms of the role that they occupy professionally but come from diverse business industries. This group meets periodically and reflects on their state of mind and issues both professionally and personally. It is a structured and confidential interaction where the members can develop mutual trust and respect to open up over time. The more diverse the group the richer the learning and wisdom it brings to the members. As part of an Ascent all India trust group, my co-members come from across the country, age groups, and industries.

In the daily grind of work, we rarely take time out to think about what has happened and what we want to happen in the future, and how we feel about it. It is just this practice that gives us the most learning – the ability to reflect inwards and share those thoughts with a nonjudgmental group that understands your struggle. The structured reflection process not only allows you to pause and assess where you are at this point but also helps you find those little victories that need to be celebrated and issues that you keep parking month on month. It is these small finds that add tremendous value in opening up your ability to handle things. While all of us attend training sessions and read help books – our access to best practices

expands exponentially as we are now able to tap into a whole group's learning, reading, and experiences with the added footnotes of implementation hacks and customizations that work.

Being in a diverse peer group also gives you the ability to deep dive into a completely unrelated industry and perhaps find some learning that you could retrofit to use in your business. Frankly, the possibilities are endless. As women, we do tend to bring different perspectives to the table. We do have different life experiences after all. Having this perspective to think differently, connect differently to an issue, being more inclusive of everyone – just because we have been doing it every day of our lives, makes women absolute rockstars. We have a lot to offer to the world if only we start participating a little more. For me having this support system where my unique perspective is received and appreciated gives me way more confidence to be assertive in my every endeavor.

Bottom line - we realize that we all battle with the same problem in one way or the other. Firstly, it is reassuring that we are not alone and secondly, we get a whole group to bounce ideas with. What worked or hasn't worked for one becomes a learning lesson for the rest of the group. This peer group is hard-wired to help you succeed. While all we do is share stories and listen to others' stories, we are building a friendship around the driftwood fire that will support us in moments of doubt, give clarity in moments of confusion, and essential be your companions on the journey of leadership. [WFI](#)



VANTAGE
POINT

EMOTIONAL INTELLIGENCE: EMPOWERING WOMEN'S SUCCESS IN BUSINESS LEADERSHIP

In today's dynamic and ever-changing business environment, women are breaking through long-standing gender biases and showcasing their remarkable abilities in leadership roles. An essential component propelling their success is emotional intelligence (EI), a skill set that encompasses self-awareness, empathy, understanding others' emotions, and cultivating strong relationships. Women leaders have shown that emotional intelligence is equally crucial for effective leadership. Self-awareness, one facet of emotional intelligence, allows women to understand their strengths, weaknesses, and values, enabling them to make authentic and purpose-driven decisions. Moreover, self-awareness empowers women to navigate challenges, manage stress, and maintain resilience in the face of adversity.

The Harvard Business Review Survey:

In a remarkable survey conducted by Harvard Business Review, long-held stereotypes about gender-based leadership capabilities were debunked. Women outperformed men in 12 out of 16 leadership competencies, with emotional intelligence skills standing out prominently. Leaders who possess high levels of emotional intelligence are more likely to inspire and motivate their teams, navigate challenging situations with grace, and achieve positive outcomes. This finding not only challenges prevailing notions but also highlights the unique strengths and leadership styles that women bring to the table.

Confidence and Self-Perception:

Despite possessing exceptional skills, women often lack confidence in themselves and their abilities due to societal expectations, work-life balance concerns, and the fear of being viewed as aggressive or unfeminine. Bridging this confidence gap is crucial for women to fully leverage their leadership potential and make a significant impact in their organizations. Recognizing their inherent strengths and overcoming self-doubt allows women leaders to confidently navigate challenges and seize opportunities.

Overcoming Gender Stereotypes:

Women often encounter the challenge of navigating male-centric expectations in the business world to be perceived as leaders. However, studies indicate that if more men embrace emotional and social competencies traditionally associated with women, the overall effectiveness of the workplace would significantly improve. Encouraging the acceptance and appreciation of diverse leadership styles paves the way for more inclusive and successful organizations, fostering innovation, creativity, and collaboration.

Developing Emotional Intelligence as a Competency:

Developing emotional intelligence is a lifelong journey that brings immense value to female leaders. Women can leverage their inherent empathetic nature to enhance decision-making processes and problem-

solving by considering multiple perspectives. Becoming "people developers" and empowering employees to grow not only inspires and motivates but also fosters trust and collaboration. Self-awareness, a vital aspect of emotional intelligence, allows leaders to recognize their strengths and limitations, embrace continuous learning, and effectively manage their interactions with others.

The Impact of Emotional Intelligence on Success:

Extensive research, including the pioneering work of Daniel Goleman, supports the notion that emotional intelligence accounts for 67 percent of the abilities necessary for superior performance in business. Emotional intelligence surpasses IQ and technical skills, propelling women leaders to higher proficiency in areas such as self-awareness, self-management, empathy, communication, and conscientiousness. By embracing and leveraging their emotional intelligence, women can cultivate authentic leadership styles that effectively address critical challenges, drive innovation, and inspire their teams to achieve extraordinary results.

Cultivating emotional intelligence plays a pivotal role in empowering women's success in business leadership. By nurturing self-awareness, self-regulation, motivation, empathy, and social skills, women leaders can create positive work environments that foster collaboration, innovation, and growth. This enables them to build strong relationships, inspire their teams, and effectively communicate their vision. Organizations that prioritize emotional intelligence development can break down barriers, challenge traditional leadership norms, and create lasting impact. By recognizing and valuing the unique qualities that women bring to leadership roles, organizations can empower women leaders to contribute to a more inclusive and equitable society.

The Value of Emotional Intelligence:

Emotional intelligence has gained widespread recognition as a critical skill set in today's business landscape. Its impact on productivity, motivation, and engagement surpasses that of IQ. Women leaders who excel in this possess the ability to manage their own emotions effectively while understanding and

empathizing with the emotions of others. This skill set allows them to foster meaningful connections, create a positive work environment, restore calm in challenging situations, express emotions constructively, build trust, and inspire unwavering loyalty among their teams.



**HIRING PLATFORMS
HELP WOMEN START
THEIR CAREERS AT ANY
AGE BY INCREASING
THEIR EMPLOYABILITY
AND SERVING AS ROLE
MODELS FOR THEIR LIVES**

Embodying leadership skills plays a pivotal role in enhancing emotional intelligence. Leaders who cultivate mindful awareness can identify and manage their own emotions, enabling them to express themselves constructively. An embodied leader with emotional intelligence effectively manages stress, fosters a cooperative spirit within their team, and recognizes the significance of non-verbal cues, such as body language, which strengthens communication and relationships.

As we recognize the power of emotional intelligence in women's leadership, let us challenge gender biases and create a society that values and supports the development of emotional intelligence competencies in all individuals. By embracing this potential, we can unlock the full potential of women leaders and create a more inclusive and equitable world where leadership thrives on empathy, collaboration, and positive impact. Together, let us foster an environment that celebrates diversity, encourages emotional intelligence growth, and empowers women to lead with authenticity and effectiveness.[wfi](#)



***WOMEN LEADERS,
PAVING THE WAY FOR
A BETTER TOMORROW***



Women Entrepreneur ^{India} ^{Top 10} WOMEN LEADERS IN ISRAEL ²⁰²³

Women Leaders in Israel Being Ingenious in all Sectors

Israel Business Culture: Israel has the second-largest number of startup companies in the world after the United States, and the third-largest number of NASDAQ-listed companies after the U.S. and China. American companies, such as Intel, Microsoft, and Apple, built their first overseas research and development facilities in Israel. While Israeli companies are often structured hierarchically, they generally encourage an open, friendly working environment. It is common to refer to your superiors on a first-name basis. Employees are encouraged to speak their minds and voice any new ideas to higher management. Israeli business culture also reflects a straightforward attitude toward taking risks, where failure in business is not considered shameful – an especially important factor for startup culture.

Women Leadership: Female leadership is inclusive, encourages participation and shares information and power with those she leads. She tends to create and strengthen group identities. Emotional prevalence: They are generally capable of considering the “human” side of individuals and generate high levels of empathy. Decades of studies show women leaders help increase productivity, enhance collaboration, inspire organizational dedication, and improve fairness. Despite these benefits, only 10 percent of Fortune 500 companies are led by women. Being naturally adept at multitasking, women are able to handle complex situations without getting overwhelmed by the high demands of leading positions.

Significance of Women Leaders in Israel: Women leaders in Israel can provide innovative solutions to existing problems in various industries. They often bring different perspectives, insights, and ideas to their businesses that can help drive growth and innovation. Entrepreneurship offers a vehicle for Israeli women to achieve economic parity. Approximately 5.1percent of Israeli women are self-employed (compared with 15percent of Israeli men) of the 816,800 Israeli working women. The typical area chosen by women leaders in Israel, are retail trade, Restaurants, Hotels, Education, Cultural, Cosmetics, Health, Insurance and Manufacturing. This paper throws light on the role played by the successful Women in Israel contributing to the utmost development of economic growth and social living.

In this issue, the **Women Entrepreneur** magazine brings a list of '**Top 10 Women Leaders in Israel – 2023**', who are domineers of change in the corporate realm of the country. This list of ten leading and inspiring women is crafted by a team of CEOs, VCs, and the editorial board, delivering inspiring stories of their journey and the contributions & roles played by them in the creation and empowerment of an economically powerful nation.



Women
Entrepreneur ^{Top 10}
India
WOMEN LEADERS
IN ISRAEL 2023

Eti Avnery
Founder & Owner

Eti Avnery Law Office
Israel
avnerylaw.com

A professional leader with commitment, expertise, and strong leadership have led to incredible success in an increasingly challenging legal industry, with her diverse educational background, extensive industry experience, and passion for excellence

Hadas Daniely Yelin
CEO

Israel Women's Network
Israel
iwn.org.il

An experienced organizational consultant skilled in management consulting, process improvement, process improvement & management development and others

Inbal Yohanan
Managing Director

Beit Ruth for Young Women and Girls At Risk
Israel
beitruth.com

A professional manager in the field of mental health rehabilitation, have an extensive experience managing nationally deployed services

Michal Barkai Brody
Founder

The Sisterhood for Success
Florida
thesisterhoodforsuccess.com

An international motivational speaker, a serial entrepreneur, an educator, and a fighter for women's rights

TOP 10 WOMEN LEADERS IN ISRAEL – 2023

Michal Danin Hollander Director

Women's International Zionist Organization
Israel
wizo.org

An operations and administration specialist with experience in senior management of non-profit organizations, including establishment and management of a resource development department

Mila Finkelshtein Founder & CEO

MILA
Israel
en.milafink.com

A corporate storyteller, an expert on efficient and effective communication, message delivery, started her firm, where stories and ideas become a driving force for persuasion and advancing change

Neta Schreiber Gamliel Co-Founder & CEO

SafeUP
London
safeup.co

An emerging leader with a decade of experience, skilled in project management, start-ups & research and others

Shelly Dvir Managing Director

2B Friendly
Israel
2b-friendly.com

A visionary leader managed and lead multi-sector collaborations and processes interfacing private, public and social sector, specializing in coordinating large-scale programs involving different sectors

Susan Weiss Founder & Director

Center for Women's Justice
Israel
cwj.org.il

A sociologist/anthropologist to improve the status of women compromised by the current application of religious laws to matters of personal laws, skilled in public speaking, nonprofits & strategic planning and others

Vered Biron Sharvit Founder & CEO

Dr. Nader Butto Center
Israel
naderbutto.com

An entrepreneur having over 20 years of experience in well-being in business, hospitality, education and community sectors, with leadership initiatives recognized by various business establishments



VERED BIRON SHARVIT
FORMER CEO & FOUNDER
DR. NADER BUTTO CENTER

"In recent years, there has been a notable increase in women's representation in top leadership roles. More women are breaking through the glass ceiling and holding positions of power and influence, both in the public and private sectors. However, progress has been slow and there is still a long way to go to achieve gender parity in leadership we need to increase involvement in fields that are currently dominated by men"

Women
Entrepreneur India Top 10
WOMEN LEADERS
IN ISRAEL 2023

VERED BIRON SHARVIT

BRINGING ABOUT INNOVATION
 DRIVEN WELL-BEING IN BUSINESS,
 HOSPITALITY, AND EDUCATION

According to a report published by Research and Markets, the global mental Well-Being services market size will reach a size of US\$ 150 billion by 2028. A magnified view on Israel reveals healthcare at its best across the country and many emerging Well-Being experts in the industry. The country has taken steps in combining healthcare and wellness in order to provide people with 360 degree treatment for health problems of any kind. This is why the country now needs Well-being experts who have extensive experience in leading Well-being programs and companies for various kinds of business sectors. Vered Biron Sharvit, Founder & CEO, Experience & Well-being is an entrepreneur in Israel having over 20 years of experience in well-being in business, hospitality, education and community sectors. Her leadership initiatives have been recognized by various business establishments because she has been very successful in bringing about a change in the business processes she has led. The Women Entrepreneur magazine engaged in a conversation with her in order to know more about her career and other inspirational facts about her life.

What are some important facets of your life and professional journey that you want the world to know?

In recent years, I was lucky enough to get involved in many types of ventures with very special people. I had the position of CEO of the Dr. Nader Company, one of the world's leading doctors who developed Unifying Integrative Medicine. As CEO, I led the establishment of the first center for Unifying Integrative Medicine. The center includes clinics, company headquarters, Established an academy for the field studying and a hall that serves as a studio for broadcasting courses internationally. I met Dr. Nader at a business meeting and after the brief meeting he offered me to manage the company's activities, a year later we established Dr. Nader's first center - A ground-breaking treatment centre in the field of unifying integrative medicine, with the aim of restoring each person to full health according to their unique nature, in a holistic and complete manner While fulfilling my duties, I graduated from Dr. Nader's unifying integrative medicine studies. I worked for the establishment of the Nader innovative center, the introduction of personal well-being study programs for teenagers "Journey of Love" into the education system in Israel for the first time, and these days promoting the establishment of an innovative Well Being resort in the nature. I have a passion to lead innovation and in the process of establishment of the Gordonia Hotel, we established a salon instead of a lobby for the first time in 2015. Gordonia Private Hotel is considered as one of the leading boutique hotels and has won international awards.

Throw some light on the key business lessons you have learnt over the years that are still a part of your leadership style.

First, I will work to define the vision clearly, without dwelling on the expected challenges, the motivation to realize the dream is the fuel that helps overcome the challenges along the way.

I try not to compare myself to others, both in new ventures that I lead and in working with companies, I will concentrate on the advantages that we have to bring on the innovations, on the added value that is unique to us. I believe that each person brings a unique value that no one else has, and the more we connect to this value, to our uniqueness, the more we will succeed. And all that remains is to help one another the second is to bring our uniqueness to action and realization. I am very connected to my intuition and over the years I have learned to be more and more attentive to it. The world of awareness and personal development that I have been exposed to in the past decade has opened to me a vast world of powerful tools that help me lead and influence and become a happier person. The significant

connection that is a key for us is to learn to accept ourselves for all our parts and to love ourselves as we are. From there we go out into the world in our best version. This way makes it possible to overcome crises and failures in an easier way, the recovery will usually be faster and the focus shifts to finding the advantages and ways to growth from the situation.

There are many studies on the subjects on the enormous increase in the need to base life on the principles of well-being in education (the UNICEF study "What Makes Me?"), business communities and tourism. I focus on promoting this field which greatly affects our ability to succeed in realizing our unique personal potential and our happiness.



THE WORLD OF AWARENESS AND PERSONAL DEVELOPMENT THAT I HAVE BEEN EXPOSED TO IN THE PAST DECADE HAS OPENED TO ME A VAST WORLD OF POWERFUL TOOLS THAT HELP ME LEAD AND INFLUENCE AND BECOME A HAPPIER PERSON

In your opinion what are some of the most challenging aspects of being a business leader in today's business climate? What steps do you undertake to overcome these roadblocks?

The world has been undergoing major changes in recent years that require creativity and new ways of business and social growth. I believe that next to every crisis there is an opportunity, and this is how I try to act. When the Corona crisis met us in the middle of establishing the Nader centre - we developed our digital courses for the first time, which allowed us to take in more students and expand geographically without limitations to other places in the world, and later this change led to a large increase in the company's profitability and a significantly larger amount of students that could be taken in digital courses. The holistic lifestyle allows me to lead and act in a more balanced and creative way when in every situation I will look for the opportunity. I have learned to act more by listening and connecting to my intuition and constant thinking about the development of human capital to fulfil personal potential and uniqueness. [IWA](#)



WOMAN IN MODERN TIMES

By Urooj Fatma, Head - Human Resources (Corporate & Plant HR), Macauber Beekay

HR and Management professional Urooj brings with her over 19 years of hands-on, dynamic exposure to human resources management experience in the field of high technology, industrial manufacturing, ITES and real estate.

A Woman in Modern Times is actually a dichotomy when we think of the traditional household setups. From ancient times, women have been mainly responsible for managing household chores, marrying as per parents' choice, having children and back to running the homely affairs. Well, practically 'No Voice and No Choice'. There have been deviations in the past such as Rani Laxmi Bai, Marie Curie, Sarojini Naidu, Late Prime Minister- Indira Gandhi and others.

However, as the society evolved, women became more aware of their social and economic rights & it became inevitable to bring about changes in political, corporate houses and business arena. Women were allowed to vote, work in companies, and hold senior and board room positions and in certain cases became the business heir as well. In today's modern times, though a girl child gains education, can score well, participate in sports and groom herself to become a successful working professional, not much has changed on the personal front. This is an ambiguous situation for most of the working & professional women as there's too much to handle at any given point of time.

The expectations from the family front, are still the same i.e., to bear children and manage the household responsibilities; and the man is solely responsible for providing for financial needs of the family.



**BE A RAY OF LIGHT IN SOMEONE'S TUNNEL,
BE THE SUNSHINE IN SOMEONE'S DARKNESS,
BE YOURSELF AS THE WORLD WANTS TO SEE YOU,
BE THE WARRIOR OR THE FLOWER AS YOU CHOOSE TO BE!**

Whether they are raised in cities or come from small towns or even villages, the struggle

COLUMN

26 AUGUST
2023



continues. The major difference is that opportunities in terms of education and work wise are better and more in number in comparison to small towns/villages. Therefore, in cities, we have a huge influx of women migrating from other locations in search of better/higher education and also for job opportunities. Firstly, we still are working in male dominated offices where many a times a woman is considered as pitiful and not recognized for their true potential. A woman has to really go out of the way to prove her worth which in the case of man maybe accepted quite naturally. For e.g., when an Engineer is hired, it is quite naturally expected that it's a manly job and if the case is otherwise, then the lady finds it quite difficult to make the Seniors understand that she is here for serious business. This often happens in streams or job profiles which are taken for granted as 'Only for Men'.

As a woman grows in her professional career, there are multiple other challenges that we face such as not being given as many growth opportunities as normally a male employee would receive because there are bigger questions? Will she continue after marriage or post having a child how she will manage the home front, child responsibilities and the office work pressure. Certain organizations accept women with all the responsibilities with open arms but there is still a huge scope of improvisation for companies to accept the fact

women can handle office and family at the same time. In fact, many women are the breadwinners of their family and shouldering all the major responsibilities whether married or single. Certain learnings and key take away that can share from my personal experience which may resonate with 'Women of Modern Times' and am glad to talk about it:

1. 'Never Ever Give Up'. You must take this oath as you will be pulled in multiple directions and critics will be upto something or the other. So, always remember "When the going gets tough, the tougher gets going". You cannot let yourself down. Remember this mantra and you will never give up.
2. Always respect your seniors, colleagues, peers, juniors and be thankful for every day. Each person who we interact with, teaches us something. The lessons can be bitter and good both. And these lessons make us wiser & stronger. Remember, we are being prepared and geared for something much bigger and better.
3. If you have been given a challenge that no one else has been given or no one else has ever cracked, grab the opportunity as you are being considered worthy of handling the challenge. And, if you are able to provide a solution to your colleagues, seniors or the management, then you are the winner all the way.
4. Never ever play the 'Woman card'. Accept any task

or job without complaining. If you are in it then you are in it else, don't take up the challenge and be sore about it. Be fair.

5. Always continue to learn and upgrade your skill set. It will take you really far and keep you ahead of the competition.
6. There is no replacement of 'Hard Work'. There is no shortcut for success.
7. We also need to implement 'Smart Work'. It does wonders but must be done after careful contemplation and intelligent planning. Else, it would just remain a good idea.
8. Stay focused on your goals and targets. Let not any event or person deviate from what you are out there to achieve.



WHETHER THEY ARE RAISED IN CITIES OR COME FROM SMALL TOWNS OR EVEN VILLAGES, THE STRUGGLE CONTINUES. THE MAJOR DIFFERENCE IS THAT OPPORTUNITIES IN TERMS OF EDUCATION AND WORK WISE ARE BETTER AND MORE IN NUMBER IN COMPARISON TO SMALL TOWNS/ VILLAGES

9. One will face obstacles, negativity, nerve racking situations but, it should not deter or deviate you from your objective. Though, it's easy to say to stay calm but in real sense, it is very difficult to do so in tough conditions. Just think of all the hurdles you have crossed to reach where you are and rest you will find the way yourself.
10. Respect Time. Every task or work has some timeline/deadline. Finish your task as per the set



timeline and believe me this will give you a very high level of satisfaction and will always let you stay ahead in competition.

We should be grateful for what we have; our endeavour should be of nurturing our values and whatever we possess whether materialistic, our value system or spiritual. We should also take out some time to learn things apart from what we do or the field we work in. For example, an engineer should try to learn aspects of finance, commercial, business and more. Or a HR professional, should try to gain knowledge as to how business operates, technical aspects of a project.

Its time to accept the fact that we live in a competitive world, and we need to both survive and thrive. Yet, we should be connected to our roots, never forget where we belong to and never stop rising. In every way possible we should try to help our fellow women who are managing some situation or the other. This way, we build a better world. Compassion for people from all walks of lives, gender, region, caste, creed, education is the key to spiritual ascension and one must not lose it. [W77](#)

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LAST WORD

HOW WOMEN ENTREPRENEURS ARE SHAPING THE WORLD

By Twinkle Keswani Restaurateur, Co-Owner: Pisco by the Beach, Toro Toro, and Cafe Montagne

Keswani is a 29 year old F&B Entrepreneur, transitioned from being a banker to a restaurateur with great aplomb. Formerly, the Executive Vice President of Silver Beach Entertainment & Hospitality, she has conceptualised an array of restaurants across Mumbai, Bangalore, Goa, Kenya and Dubai and successfully spearheaded some of the most popular brands in the country before venturing out individually. She has started her career as a banker, and later found her calling as a restaurateur and started restaurants like Toro Toro and Pisco by the beach in Goa, Cafe Montagne in Leh and a kitchen in Nairobi, Kenya.



Women entrepreneurs are making waves in the business world by breaking down barriers and driving innovation. As a woman entrepreneur, I've seen firsthand how the community is challenging the traditional power structures and patriarchal norms. Women entrepreneurs are breaking down glass ceilings and shattering stereotypes that have long held women back in the business world. As more and more women take the helm of their own organisations, we are seeing a paradigm shift in the way business is done - one that is more collaborative, empathetic, and compassionate.

What's even more impressive is how women entrepreneurs prioritise sustainability, social responsibility, and inclusivity in turn making a positive impact in the world beyond just profit and growth. Women entrepreneurs show us that business can be a force for good and that it's essential to put people and the planet at the centre of everything they do.

For centuries, women were expected to conform to traditional gender roles, limiting their opportunities for education and career advancement. However, in recent years, we have seen a significant shift in the status of women in India and across the world - with women breaking barriers and excelling in diverse fields. From sports to CEOs of

multimillion dollar conglomerates, women are challenging traditional gender roles and proving their capabilities in every field imaginable. Women have proven that they have the skills, knowledge and resilience required to succeed in business. Women are leaving their mark in a multitude of fields, ranging from tech to fashion.

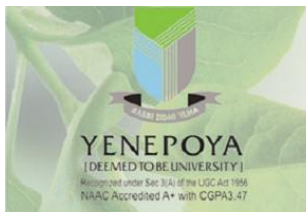
Speaking about the hospitality industry, women entrepreneurs are making a wave in their respective ways. In India, women own and operate a sizeable amount of all small and medium-sized restaurants. These entrepreneurs have been instrumental in introducing innovative concepts which have contributed meaningfully to the country's culinary diversity. Women entrepreneurs in the restaurant industry have not only created job opportunities but also contributed to the growth of the industry.

The growth of women in business keeping in mind our country has not been just limited to a particular age group. From grandma's running successful pickle-making or food delivery businesses to women excelling in the niche trousseau packaging or the event decor industry, women entrepreneurs in India are creating economic opportunities and inspiring others to follow their dreams. By turning their passion into a business, these women are not only preserving their heritage

but also creating economic opportunities for themselves and their families. Their success is empowering women of all ages to pursue their passions and become financially independent.

Through their efforts, women are building a more diverse, equitable, and inclusive business community that welcomes and supports women at every stage of their career. Women entrepreneurs are not just bringing new ideas to the table but are also natural collaborators, communicators, and problem-solvers with strong emotional intelligence. These qualities allow them to build strong relationships with their employees, customers, and stakeholders, creating a supportive and empowering workplace culture. They are inspiring the next generation of female leaders and entrepreneurs by serving as role models, mentors, and advocates.

As we look to the future, I believe that women entrepreneurs will continue to shape the world in profound and transformative ways. By bringing their unique skills, perspectives and values to the world of business, women entrepreneurs are creating a new kind of business culture that values collaboration, empathy and social impact. As a woman entrepreneur, I am excited to be part of this dynamic and inspiring community, and eager to see where the future takes us. [WFI](#)



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