



UPCOMING PROGRAMS

CruciBOLD 2023

Nominations Open

We are ecstatic to announce the launch of CruciBOLD 2023!

It is a 12-month, holistic leadership learning initiative designed specifically for senior women aspiring to take on leadership roles in their organizations.

This program aims to support women leaders to navigate challenges and prepare them for more senior roles.

Visit <https://bit.ly/3rxnuwb> for more details.

**NOMINATIONS CLOSES ON
28th FEBRUARY 2023**

WeINSPIRE

Nominations Open

Announcing the launch of WeINSPIRE, a mentor training program for leaders & managers to learn the art of mentoring aspiring women professionals.

It is developed by subject matter experts to support individuals and organizations.

This program aims to hone mentoring skills of leaders & support them to become impactful global mentors.

Visit <https://bit.ly/3RXea4C> for more details.

**NOMINATIONS CLOSES ON
10th MARCH 2023**

Graduation Ceremony of CruciBOLD 2022 Cohort

CruciBOLD 2022 Cohort graduated from the yearlong Women Leadership program. The cohort successfully completed their journey with us to become an inspiring, impactful and effective leader.



CHECKOUT WHAT OUR COHORT SAYS ABOUT THEIR JOURNEY

What a stage and platform ideated by TalentNomics India. It worked for all of us! So many take aways and learnings to implement.

**-ANUBHA TIWARI,
PNB HOUSING**

This program has completely changed my thought process.

Mentoring sessions were so helpful and insightful.

-AARTI SETH, HILTI

This program has helped me to bring out my best and overcome my barriers. I have already taken a flight to the next level of Leadership!

If I would have encountered such a program a decade ago, I would have grown multi-fold in my career.

-DIIKKA ARORA, PNB HOUSING

This is an excellent forum to learn from global leaders & mentors and succeed in our life. I had immense learnings from each session, especially the real-life stories by mentors and panellists touched my heart. This program has helped me to become the best version of myself!

-RUCHIKA CHAWLA, PNB HOUSING

The journey has been really exhilarating. The overall program has been really beneficial for me.

-UMA SHARMA, PNB HOUSING



Success Story

Nahita Nishmin

COO, Cookup Technologies, Bangladesh

Nahita Nishmin is the CEO of Cookups, the country's first on-demand homemade food delivery company. It provides a platform for buying and selling homemade food. Cookups was founded by a husband-wife duo, Namira Hossain and Misha Ali, in 2016.

After three years of operation, Cookups had to be shut down abruptly. In 2019, Nahita took over as the CEO, managing the crisis struck venture and restarting its business.

Nahita has done her MBA in the US and worked for eight years across the corporate sector and non-profit organisations. After her stint with Unilever in 2018, she felt it was the right time to turn to entrepreneurship in her life. At the time, her husband who is also an entrepreneur and runs Bangladesh's first grocery delivery start-up (Chaldal.com) was keen to invest in Cookups. Nahita began to study the platform's business model in more detail. Having been a diner of Cookups in the past, the idea that it enabled one to purchase homemade food directly from women operating out their household kitchen thereby generating income for them, appealed to her immensely. She realised that there was tremendous growth potential in the venture.

Personally, for her, it seemed like the right time to turn to entrepreneurship in her life. Although she had a small child and was well aware of the fact that running a business was a 24*7 job, she felt that such kind of work would provide her with some flexibility in terms of choosing her working hours. Cookups seemed like a perfect match for Nahita, but she decided to restart the company by retaining the older team.

One of the early challenges she faced in running the company was that adjusting to the old staff who had difficulties taking orders from a female boss. Although the company was run by a woman previously too, Nahita feels that given that her leadership style was more direct and assertive than her predecessor, the staff had difficulty taking orders from her. She says that assertive women do not fit in with preconceived notions that employees have about female employers. However, the female cooks who sold through Cookups' portal were very comfortable working with her. In terms of dealing with investors, too, she feels that it was difficult for male investors to understand the challenges faced by women.

Nahita always had her parents and husband's support in pursuing her entrepreneurial dreams. Her parents played an important role in raising her child. She went to pursue her MBA in 2016, four weeks after giving birth to her daughter. Those years were crucial for Nahita's personal growth as she realised she could take on a lot more than she expected from herself. This helped her to gain confidence in herself and understand that she was much stronger than she had thought.

Nahita believes that having a partner who is an entrepreneur himself has helped her understand the demands of her profession and she has benefitted from his meaningful advice and support.

She is optimistic about the future of women entrepreneurs in Bangladesh. The government has begun several national-level start-up competitions and incubators for women entrepreneurs. However, she believes that such support can sometimes work as a double-edged sword as men argue that women are simply being included in the group to ensure adequate female representation and not because of merit. This burdens women with the added responsibility of proving their mettle and convincing investors about their capability.

Despite initiatives by the government, she notes that those in senior-level positions are still not very comfortable with young women entrepreneurs. And the nature of camaraderie and rapport that exists amongst male entrepreneurs is not there in the case of women entrepreneurs. Nahita is a part of Bangladesh India Business Council (BIBC) and believes that such forums can help women entrepreneurs to make connections and interact with like-minded women.

Given that many young women entrepreneurs face several hardships in doing business, it is very useful for them to have a good network wherein they can express themselves candidly and get advice to deal with both their professional and personal challenges.

Over time, Nahita would like to extend the reach of her business to sub-localities of Dhaka city and make strategic business changes to be able to expand her business through new product varieties targeting a new clientele. She wants to continue employing more female workers as she believes they are more loyal than men.

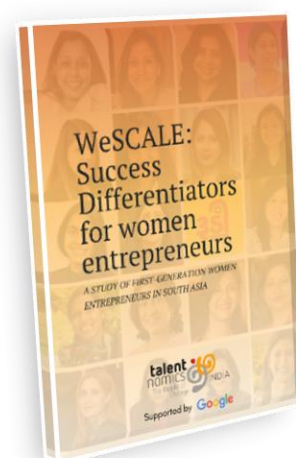
Given the multiple barriers and hardships faced by women in South Asia, Nahita is eager to provide income security to women in Bangladesh and contribute to society by seeking to provide employment opportunities to women in Bangladesh through her platform.

For a women entrepreneur to succeed, Nahita believes that multitasking is an essential skill.

In South Asia, societal expectations and obligations need to be balanced out with business commitments, more for women than men. While it is acceptable for a man to be consumed by his business completely, women have to devote their time to multiple other responsibilities and this impedes them from realising their potential to the maximum.

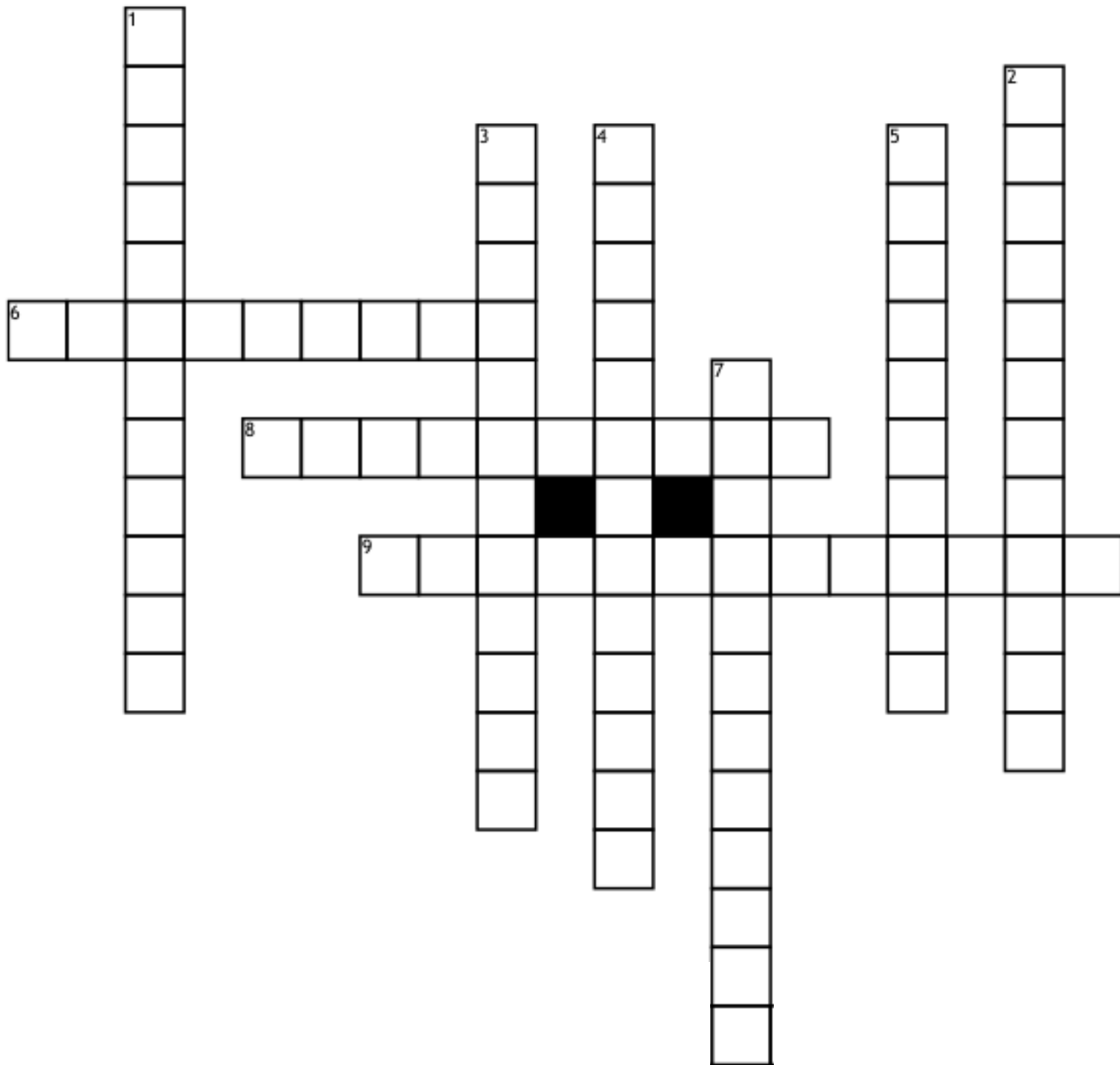
Nevertheless, she believes that it is important to have faith and confidence in oneself and a good educational background to kick start an entrepreneurial career.

Read more-



<https://www.india.talentnomics.org/files/ugd/121f4c711db581a81d418994fcd995e1e0355c.pdf>

CROSSWORD FUN



Across:

6. First Woman IPS Officer of India
8. First woman to score a double hundred in Test cricket against New Zealand
9. First woman President of India

Down:

1. Famous nun and missionary who selflessly devoted her life in service to others
2. First Indian woman to win Booker Prize
3. First Indian woman to be awarded the Bharat Ratna
4. First women governor of independent India
5. First Indian woman who become an individual member of International Olympic Committee
7. First Indian woman to climb Mount Everest

NOTE: Submit your entry and one lucky winner will get a chance to get featured in our next month newsletter.

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