



Empowering Women Leaders: Unleashing Potential, Igniting Change!

CruciBOLD 2023

Launched

We are thrilled to announce the successful launch of our [CruciBOLD 2023](#) – Our 12-month Flagship Women Leadership Program, where we brought together a remarkable cohort of female leaders from diverse organizations.

Over the course of two empowering days, these exceptional women immersed themselves in insightful workshops, engaging discussions, and valuable networking opportunities, equipping them with the tools and strategies to excel as leaders in their respective fields.

We are excited to witness the transformative impact they will make as they embrace their full potential and inspire others along their leadership journey.

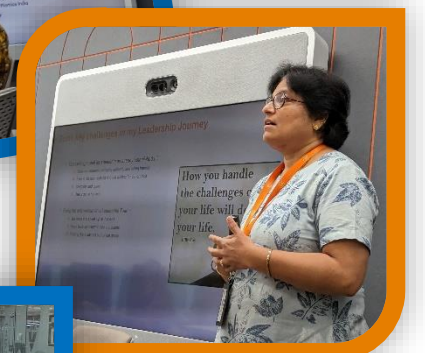
GSK WeLeAP 4

Launched

We are delighted to announce the launch of GSK WeLeAP 4.0 -- Women's Leadership Action Program, a program specifically curated for emerging women leaders.

This program was built with the intent to develop a diverse leadership pipeline, ensure equal representation, and give influential women a voice in leadership roles within organizations.

We want to take this opportunity to welcome our cohort of emerging women leaders and thank the GSK Team for their continued trust and support and making this program possible. We believe that together we can create a more equitable workplace and develop a diverse and inclusive leadership pipeline.





Success Story

Aakriti Bhargava

Co-Founder, Wizikey

Aakriti Bhargava is the Co-Founder of Wizikey, a tech-driven Public Relations (PR) solutions startup that helps businesses create campaigns, target and engage influencers and journalists, and measure and optimize to scale their brand-building efforts. Aakriti is an alumna of Shri Ram College of Commerce and Mudra Institute of Communications, Ahmedabad. She started her professional career with companies like Naukri.com, 99acres and InfoEdge, before stepping into the world of entrepreneurship. Working with these brands, she learnt the ropes of PR and could see both the topline and bottom-line impact of her PR work on their businesses.

She learnt of the limitations faced by early-stage start-ups, who lost out on marketing and PR because they were unable to hire from a good talent pool.

At the age of 26, she founded her first start-up called Boring Brands, a PR firm offering startups and brands with advertising, digital marketing and public relations services. It helped to launch their products and design logos, websites, visiting cards and more. Having developed networks in the start-up space through her previous jobs, she quickly managed to connect with start-ups in India and Singapore. And Boring Brands got well-established as an agency for new age businesses. This was the first time in her career that Aakriti was managing a team as the leader.

To begin with, it was a challenge for her but determined to set up her company, she gradually worked through the process of building a team. Soon enough, she got an opportunity to collaborate with Groupon, which was one of the fastest growing companies in the world at the time). In 2014, she started expanding the ambit of her work beyond PR content writing to include social PR which enabled her to connect with more clients and expand her business operations to get larger mandates from her clients and expand her company. In 2015, she started a new company called Moody Nation that produced PR content for companies like OYO, and Urban Ladder. An ardent believer in the power of technology, she soon realised that PR needed to have a technical interface and decided to set up Wizikey, a PR Tech company. The genesis of Wizikey was not just to solve problems for PR people but also enable smaller brands to independently create media mileage for themselves. Wizikey is a SaaS PR Software for businesses to discover, identify, and connect with the relevant media journalists and social influencers.

By 2015, Aakriti had three distinct business entities functioning across different verticals. In 2016, when the startup bubble burst in India for the first time, leading to the exit of many start-ups, she decided to shut down Wizikey and instead focus on the main business of PR content in Boring Brands. But soon she realised that not investing in the tech space would be a mistake in the long run. Therefore in 2018, along with her husband, she decided to restart Wizikey. As they set about creating a road map for the company, she received invaluable guidance and support (in one instance even financial support) from her former mentors and colleagues. In 2019, she started raising funds for the company. She successfully raised Rs 2.5 crore from Indian Angel Network. During the pandemic, she stopped working on Boring Brands and moved most of her customers to Wizikey.

Today, she is the first PR professional in the world to have automated measuring parameters of PR strategies and Wizikey is trusted by giants like HUL, eBay, UserTesting, OYO and 1,000+ users globally to build better brands.

Aakriti attributes her success to her quick decision-making abilities and to her 'go-getter' spirit.

She is determined to fulfil a task once sets her mind on it. She is confident, does not shy away from taking risks and isn't afraid to face the outcomes of her choices.

Aakriti is always open to taking advice from her family, colleagues and friends. In her own experience, she has benefitted immensely from the support she has received from mentors and colleagues. However, she laments the fact that women are typically reluctant to ask for help and do not give enough support to each other. She highlights the fact that in the initial stages of the business, she wasn't very empathetic, a quality many would expect from a woman leader. However, she has learnt to become more appreciative and understanding over time (particularly since she became a mother) and this trait has helped her to successfully build strong bonds with her team members. Aakriti believes that for a woman, personal and professional life cannot be separate. The two must go own together. Her son has been accompanying her to the office since he was four months old. Her husband, who is the co-founder of Wizikey, is extremely supportive of her endeavours. Her father, too, who runs a printing factory in Allahabad always encouraged her to pursue her ambitions. She recalls accompanying him to his factory to help design food packets when she was just 13 years. Both her mother and grandmother were empowered women and there was never any gender discrimination at home.

For young budding entrepreneurs, she emphasizes the importance of having a mentor in the early stages of their entrepreneurial journey.

She believes that a young women's entrepreneur club would go a long way in helping women support each other to build their businesses. While a woman may often face more rejections (from customers and peers) than men, Aakriti believes that for women to become successful, they must have faith in themselves and not let gender biases and obstacles get the better of them.

Importantly, they must stop carrying the burden of acceptance from society.

Read more-

https://www.india.talentnomics.org/files/ugd/121f4c_711db581a81d418994fcd995e1e0355c.pdf

Celebrate the power of Women Leaders and Mothers!

This **Mother's Day month**, we are thrilled to dedicate our newsletter to honoring the remarkable achievements of women leaders who have not only excelled in their respective fields but have also embraced the beautiful journey of motherhood. We believe it is essential to recognize and celebrate their extraordinary stories as a testament to the indomitable spirit and resilience of women.

In this special edition, we bring you inspiring snippets about some of India's influential female leaders who have not only left an indelible mark in their professions but have also excelled as mothers. These women embody the qualities of strength, determination, and balance, making them exceptional role models for aspiring leaders.

From **Kiran Mazumdar-Shaw**, the "Biotech Queen" who revolutionized the healthcare industry while nurturing her family, their stories will inspire and empower you to **Mary Kom**, the boxing legend who proved that being a mother is no barrier to conquering the world of sports. These exceptional women, alongside their incredible professional achievements, have demonstrated that motherhood can coexist harmoniously with ambition and success.

Furthermore, we highlight the trailblazing journey of **Naina Lal Kidwai**, the visionary banker who defied conventions to lead global financial institutions, and **Saina Nehwal**, the badminton superstar who has inspired millions with her dedication to both her athletic pursuits and her family.

By featuring these outstanding women leaders and mothers, we aim to celebrate their accomplishments and inspire others to follow in their footsteps. Their stories serve as a reminder that women can excel in various domains while embracing the joys and challenges of motherhood.

At **TalentNomics India** we firmly believe in the potential of women leaders. Through our women leadership programs, we strive to provide aspiring leaders with the necessary tools, skills, and support to unlock their full potential. By showcasing these remarkable women on this special occasion, we hope to inspire our readers to pursue their goals, overcome obstacles, and make a lasting impact in their chosen fields.

Join us in celebrating the power of women leaders and mothers this Mother's Day month.

Together, let's empower and uplift one another as we continue to strive for gender equality and a brighter future.

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Quadruple A | Awareness, Acceptance, Action and Acknowledgement
The Curated Programme for Corporates - For Safety Well-being, inspiration and safety in the workplace

Phree For Safety is a global mobile application to secure your environment by harnessing real-time consumer safety ratings. The app was officially launched in August 2020 and is currently available worldwide on iOS App Store and Google Play store. Phree For Safety (www.phree.co) was founded by award-winning filmmaker Madhureeta Anand towards her continuing endeavor to make the world safer and more inclusive for women and all other vulnerable groups.