



2022 Year end Round-up our Leadership Programs

CruciBOLD 2022

April 2022 to February 2023

We are ecstatic to announce that our 5th CruciBOLD cohort of senior women professionals is graduating in February 2023!

They have successfully completed 4 of their 6 leadership sessions and most of their one-to-one mentoring sessions with global leaders. The project teams - UPADHI, MPARS, SPARK and LEVEL-UP did fantastic presentations for their HR heads in December 2022.

CruciBOLD is a 12-month, holistic leadership learning initiative designed specifically for senior women aspiring to take on leadership roles in their organizations. The program follows the 4C's approach and focusses on enhancing of the capability, confidence, credibility & connection of the participants to take on global leadership roles.

HDFC ERGO WeLEAD 2022

September 2022 to February 2023

The 2ND HDFC ERGO cohort is ready to graduate in February 2023!

It's an in-house program committed to building and strengthening the internal pipeline of women leaders.

This program integrates group learning from the seasoned leaders and also connects talented rising women leaders (mentees) from HDFC ERGO with seasoned executives (mentors) to engage in developmental, informal one-on-one conversations.

GSK WeLeAP 3.0

May 2022 to December 2022

The 3rd cohort from GSK just graduated in December 2022.

This TalentNomics India leadership program for mid-level women professionals offers them practical tips to pursue their leadership aspirations through group sessions.

It also connects talented rising women leaders (mentees) from GSK with seasoned male and female executives (mentors) to engage in developmental, informal one-on-one conversations. Many termed this as a "transformational" experience!

ANNUAL CONFERENCE 2022

TalentNomics India successfully hosted its 7th Annual Virtual Leadership Conference in partnership with KAS, Japan in November 2022.

Annual Conference 2022 focused on the need to create an Equiverse (a Universe where gender parity is the norm) by enabling Equal Access to Work, Wealth, Well-being and Welfare.

With 25+ global speakers and 500 participants from 20+ countries, it was an impactful and enriching two half days!

The report will be out soon.

Watch out [here](#) for great learning.

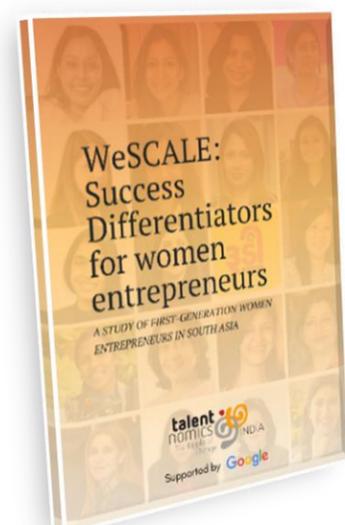
Success Differentiators for Women Entrepreneurs

A STUDY OF FIRST-GENERATION WOMEN ENTREPRENEURS IN SOUTH ASIA

We are delighted to share that we launched the report "WeSCALE: Success Differentiators for Women entrepreneurs" in November 2022.

It's a unique report that gives a glimpse into the lives of 20 Women Entrepreneurs, and the factors that enable them to succeed in an environment where many fail.

The report highlights that success has not been easy for any of the women entrepreneurs. Against all odds, their journeys have been marked by determination to succeed and to create an identity for themselves and their businesses.



Download Report [here](#)

UPCOMING EVENTS

FEBRUARY 2023 - Nominations open for CruciBOLD 2023 program
For more details, email us at crucibold.talentnomics@gmail.com



Success Story

Deepika Goyal

Founder & Director, Popcorn Furniture

Deepika Goyal is the Founder and Director of Popcorn Furniture and Lifestyle, India's largest ergonomic-furniture manufacturer and supplier to schools and universities. Popcorn offers a wide variety of innovative furniture with international safety standards. The company designs, manufactures and installs its products ranging from basic classroom seating furniture to infrastructural requirements for cafeterias, gymnasiums, libraries, playgrounds, hotels, and offices. It is a one-stop shop for equipment for educators.

In Deepika's words, 'The objective of the company is to make learning fun for children by providing ergonomic safe and functional furniture. And the approach has always been to innovate, improve and perfect.'

The entrepreneurial journey of this young MBA graduate from the Indian Institute of Foreign Trade began 22 years ago when she was unable to find ergonomic safe school furniture for her own kids. She realized that the traditional furniture used by the Indian schools was neither safe nor innovative and functional like the ones used in international schools. Whatever was available had pointed edges and was sharp. There was no kid-friendly furniture available. At that time, it so happened that her husband used to travel to East Asia for work, and she started importing vibrant ergonomic children's furniture from Thailand and selling it under the brand name Popcorn Furniture in New Delhi. She founded Popcorn in 2000 as a small kindergarten furniture company.

However, over time she felt that since she was not manufacturing the product herself (but simply selling under her brand name), she could not provide product guarantees over an extended period of time to her customers. The issue of product quality was particularly important in her products, given the safety of children and the fact that the furniture had very high usage with a lot of wear and tear in schools.

Therefore, in 2010 the company started designing and manufacturing its own furniture. They faced a lot of challenges. The first was getting product designers because very few people in India at that time understood product design.

In addition, furniture only meant a carpenter making tables and chairs. So, it was an organised player coming into a highly unorganised sector. The design and the development of the products was indeed an uphill task as the furniture had to be knockdown in nature to be able to transport to schools in bulk quantities. Next, she had to engage with a graphic design team and print her own laminates with graffiti, unlike others in the business, to create more vibrant furniture and a more engaging learning environment for children especially for specific areas like the Maths and Science labs in schools. Setting up the manufacturing units and operations in an organised manner was yet another challenge.

But Deepika's passion for her work and her single-minded focus on manufacturing an excellent quality product that created a better learning environment for children saw her through all tough times and her efforts yielded the desired results. Soon her product range grew from basic classroom seating to furniture for libraries, cafeterias and hostels. In addition, today she supplies furniture to the top educational institutions in the country. Luckily for Deepika, she came from a modern progressive family. She was comfortable being herself and never considered her gender to be a deterrent in her work.

She built her huge empire on her three pillars - passion, confidence, and perseverance.

The right strategic intervention from her extremely supportive husband in matters pertaining to administration and logistics in her entrepreneurial endeavour helped her to move faster on the business growth charts. Balancing her business and family life became a lot easier as she always had house help and family support. However, she has always tried to divide her time and energy between family and business, giving priority to what demands attention at the given point in time.

Deepika feels that she has not faced any gender biases while running her business. This is partly due to the fact that hers was a B2B business model where her clients were mostly schools. With a majority of the school principals being women, it has been relatively easy for her to connect and interact with them (perhaps easier than it would have been for a man in the same business).

Nevertheless, she believes that it is her focus on creating a quality product that has given her an edge over others and she has been able to retain her customers for two decades while also reaching out to new ones through word of mouth. She also acknowledges the role of a good reliable team in supporting an entrepreneur. While the overall share of women working in her company is 60%, her own inner team largely comprises of women. She finds women to be more conscientious. They also take more pride in their work compared to men. Her interactions with her team are always friendly and she tries not to impose her thoughts on them as it is important for them to enjoy their work to be more productive.

Deepika has never joined any networking clubs as she has always believed in self-educating oneself during their journey. The recent pandemic has posed a very unique and difficult situation for Deepika's company as most schools shut down for long periods and stopped purchasing new furniture.

But she has learned to be innovative and adaptive as times changes. At this point, she decided to shift gears and started working on a new product line of more economically priced ergonomic safe furniture range so that they could expand their market to include schools from Tier 3 and Tier 4 cities.

She believes that if a women entrepreneur has confidence in herself, is aware and ahead of her game and is constantly seeking to ring in an element of innovation and creativity in her product, then she will always be on an even footing with the men.

Read more-

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

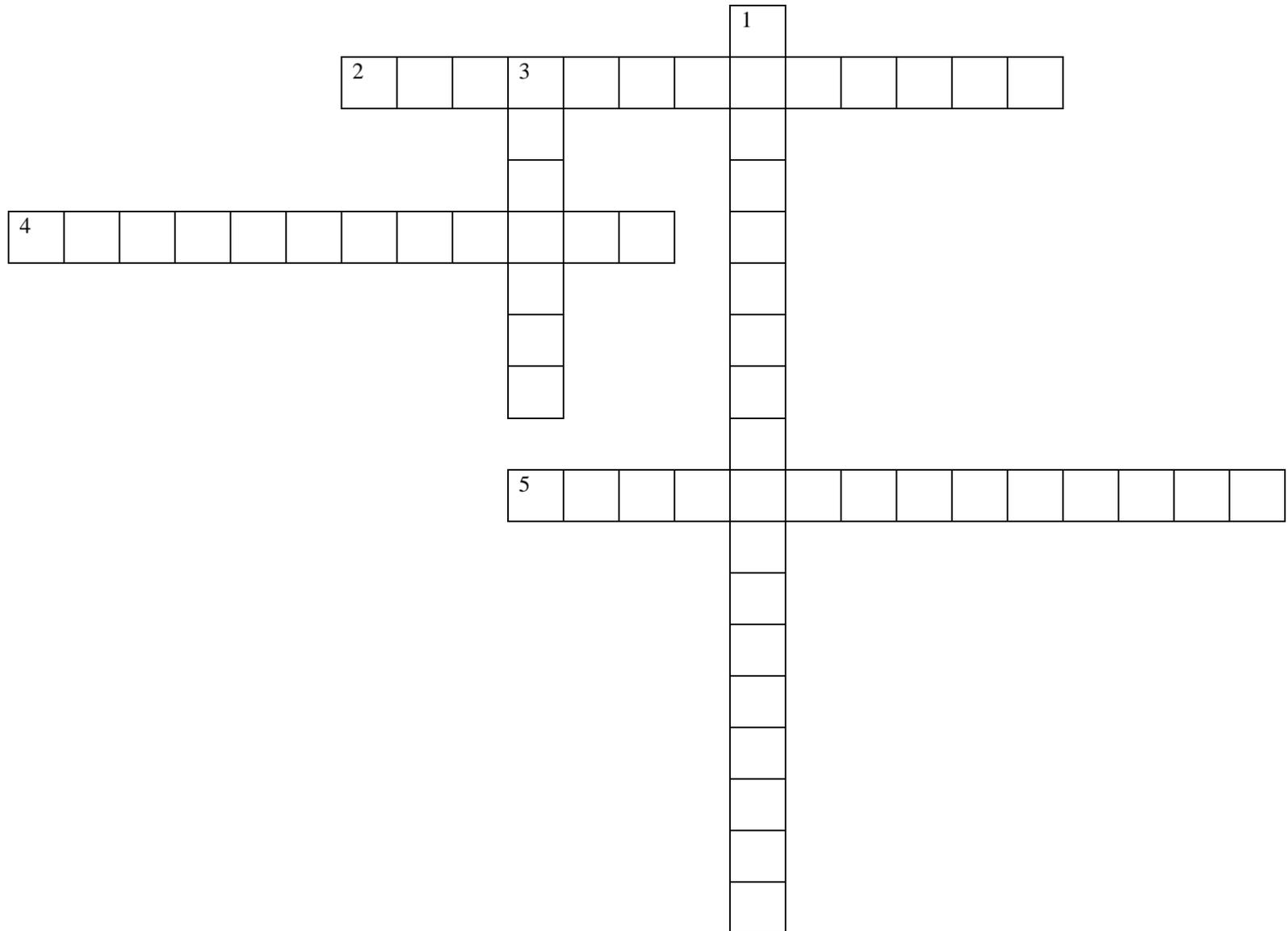
Upcoming story - Feb 2023



CROSSWORD FUN

Starting now, we will bring you a new crossword/activity every month featuring **#InspiringWomen**

Can you name the 5 Indian women who have excelled in the field of Art?



Across:

- 2. This artist raises awareness about the environment (ecology) using a satellite map interspersed with figures from miniature art (mythology / history etc.) The Govt. Museum Chandigarh has one of these pieces.
- 4. Her latest series, 'The Witness' a metaphor of what has gone on in history, & that which will escalate in the near future into turmoil, leading to contentious borders, sectarian conflict, resulting in a depleted world.
- 5. Her bronze sculptures are absolutely breathtaking! She "interned" with the tribal craftsmen at Bastar where she learnt the art of Dhokra metal-casting.

Down:

- 1. Women are powerful warriors in charge of their own destiny in a series of paintings titled 'And when she roared, the universe quaked' created by this artist.
- 3. Her artworks were featured on Air India's menu cards, ticket jackets and other promotional material - which were very sought after! She often depicted women from rural backgrounds in her art - today, it's rare to find her works displayed at a museum!

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

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