



# SAWES Project (August 2014 to 2015)

## Report

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Bombay Chamber of Commerce & Industry

Granted to



Funding Partner





SAWES Team with Hon'ble Shri Subhash Desai - Minister of Industries, Govt. of Maharashtra and Mr. Vikas Gadre - Director General, Bombay Chamber



SAWES Team members Mrs. Shailaja Salian - Iis tart and Mrs. Hina Palkar - I Wear Me, Guest Lecturers at University of Sharjah

## Executive Summary

Woman has an equal involvement in the development of family, which leads to Society and Nation. For the overall economic development of a society or country, social and economic development of the women is mandate. Being in an era of Liberalization, Privatization and Globalization along with ongoing IT revolution we need to accept the fact that the World is changing at a surprising pace, Political and Economic transformation is happening globally. The current changes have created economic opportunities for Women keen on owning and operating businesses.

South Asia Women's Entrepreneurship Symposium (SAWES) Project revolved around two major aspects derived through intensive research done by The Asia Foundation and Bombay Chamber of Commerce & Industry. The considered aspects are:

- » Women Entrepreneurship
- » Textile Sector of Mumbai, India

The potential future about both the aspects; Women Entrepreneurship & Textile Sector of Mumbai, India has been described in detail in the later part of this report

Bombay Chamber of Commerce & Industry believes the Government and concerned regulatory authorities should consider implementing the proposed Training Module stated in the Way Forward section of this report.

While presenting this Final Report we would like to place on record our sincere appreciation of the contribution from various organizations associated towards the success of the SAWES Project.

- |                         |                                  |
|-------------------------|----------------------------------|
| » Ms. Reecha Upadhyay   | The Asia Foundation              |
| » Mrs. Bindu Pillai     | Images Group                     |
| » Mrs. Soniya Kirpalani | SA.ME – Supporting Organization  |
| » Dr. Ashraf Ali Mahate | Dubai Export Market Intelligence |
| » Ms. Alia Khan         | Islamic Fashion Design Council   |
| » Mr. Shahzad Haider    | Fashion Group Arabia             |

Thank You to all the Women Entrepreneurs who are the Stake-Holders of the SAWES Project.

Mr. Vikas Gadre  
Director General  
Bombay Chamber of Commerce & Industry

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# Introduction



# Introduction



## Bombay Chamber of Commerce & Industry

Established in 1836, the Bombay Chamber of Commerce & Industry is India's oldest Chamber of Commerce to serve its members without a break for 179 years. With more than 4000 prime companies as its members, the Chamber uniquely represents large and medium sized corporations, banking and financial institutions, professional consulting companies and a large number of multinationals. The Chamber provides a forum for interaction of its members and formation of considered industry opinions and viewpoints. The Chamber provides services to its members through dissemination of information, publications and special studies through activities like organizing business delegations, seminars and training programs. The Chamber also provides labour advisory services for its members.

The Chamber's theme for all its activities and initiatives is '*Corporate as Citizen*'. In this spirit, Mrs. Neera Saggi, the Chamber's first women President launched "FemPower- Inspire to Aspire" on the occasion of Chamber's 178th Foundation Day. This is an association of business women, for holistic empowerment of women across all sectors and its focus is on three key areas for women empowerment namely Networking, Mentorship and Advocacy.



## The Asia Foundation

The Asia Foundation is a nonprofit international development organization committed to improving lives across a dynamic and developing Asia. Informed by six decades of experience and deep local expertise, their programs address critical issues affecting Asia in the 21st century—governance and law, economic development, women's empowerment, environment, and regional cooperation. In addition, their Books for Asia and professional exchange programs are among the ways they encourage Asia's continued development as a peaceful, just, and thriving region of the world.

Headquartered in San Francisco, The Asia Foundation works through a network of offices in 18 Asian countries and in Washington, DC. Working with public and private partners, the Foundation receives funding from a diverse group of bilateral and multilateral development agencies, foundations, corporations, and individuals. In 2014, The Asia Foundation provided more than \$108 million in direct program support and distributed textbooks and other educational materials valued at over \$11 million.



## South Asia Women's Entrepreneurship Symposium

The Asia Foundation and United States Department of Commerce have initiated the South Asia Women's Entrepreneurship Symposium (SAWES) Project for the South Asian Association for Regional Cooperation. The Project aims at "Strengthening Women's Entrepreneurship" in South Asia through catalyzing various activities. The objectives of SAWES are to foster a South Asian regional network of women business associations and leaders to advance policies and share information; to identify opportunities for cooperation within South Asia and with their counterparts in Central Asia; and to support strategic projects in South Asia that will build the capacity of women's business associations and leaders guided by priorities and recommendations from SAWES.

South Asia Women's Entrepreneurship Symposium (SAWES) Project was awarded to the Bombay Chamber of Commerce & Industry in August 2014.



## SA.ME

### SOUTH ASIA AND MIDDLE EAST

*(Design, Culture, Creative Exchange)*

SAME is the Social Responsibility Project by Trinity FZ UAE, using Omni Channel Engagement to build design and crafts entrepreneurship across MENA+SA regions. Partnering with regional creative and design organizations, journalists, SA.ME's expert teams, who have 60 years of joint sector expertise, studies complex multilayered issues of governance, policy, skill building and trade, developing which continues to challenge the growth of creative economies across MENASA. SA.ME's motto 'Educate, Engage, Empower via E-Commerce' reflects its goals. Stirring 'Awareness and Aspiration', shining the spotlight on regional talent, SA.ME is the region's premiere publisher and e-commerce platform, bridging creators directly with their consumers. Leveraging 430 Articles, 21 Cover Pages across 17 international publications, SA.ME has produced 5 International Award-Winning Feature Films and 70+ Short Films on Arts, Crafts and Design-leading to governance changes in UAE and India. Hosting 'Think Tanks' opening conversations between industry stake holders on design advocacy and governance change, SA.ME puts out 'Call to Action' reports. Forging strategic cross border alliances aimed at creating participation, working towards peace and prosperity SA.ME partners MENA + SA Design Council, Dubai Art Centre, D3, British Council – to develop knowledge, experience and resources sharing workshops, mentoring over 200+ designers, artists and performers. The Needlecraft 2014 is launched to curate, micro-finance, distribute and promote sustainable growth for craft artisans. SA.ME worked with the Bombay Chamber of Commerce & Industry on various parameters to help the Women Entrepreneurs associated with the SAWES Project to penetrate in the Middle East Market and Indian Markets. The following are the parameters for each brand associated with the Project:

- » Product Edit
- » Brand Plan
- » Developing Media Collateral
- » Research Meetings
- » Meetings with Regional Buyers
- » Go To Market Strategy
- » Marketing Plan
- » Brand Identity Development
- » Press Meetings / Media Coverage
- » Brand Strategy Meetings
- » Awareness & Brand Building



## Textile Sector of India

India's Textile Sector has a great presence in the economic life of the country. Not only does it provide one of the basic necessities of life but the textile industry plays an important role with its contribution to industrial output, employment generation and the export earnings. The Annual Report of 2014-15 published by the Ministry of Textiles, India states that the Textile Industry contributes 14% to the industrial production, 4% to the GDP and 13% to India's export earnings. After Agriculture, Textile Industry is the second largest provider of employment in India. In 2014-2015, Textile Industry employed 45 million people across India. The fact remains that India is a major exporting country when it comes to textiles and does not rely on textile imports.

A report produced by 'A Euromoney Institutional Investor Company' in 2014 envisions good prospects for the Indian Textile Industry. The report states that India is one of the few countries in the world that has developed at all levels of the textile value-chain, from natural and synthetic fibers through yarn and fabrics up to finished goods. Through this India has gained a diversified and competitive position on the global market.

### Statistics

- » The domestic textile and apparel industry in India is estimated to reach USD 100 Billion by 2016-17 from USD 67 Billion in 2013-14.
- » Exports in textiles and apparel from India are expected to increase to USD 65 Billion by 2016-17 from USD 40 Billion in 2013-14

# Women Entrepreneurship in India

## *Entrepreneurship in India:*

Well before the British invasion, Trade and Enterprises were the important activities in India. India's culture was an entrepreneurial culture. India's trade made a significant contribution to the world economy to such extent that in AD 1000 India's estimated share to the world economy was over 30%. By AD 1500, India's contribution to world economy reduced to about 25%. India's economy witnessed a large scale exploitation of its resources during the colonial period by the end of 18<sup>th</sup> Century. Angus Maddison, a historian at Cambridge University, stated that India's share in the world was 22.6% in 1700 which reduced to 3.8% in 1952.

To initiate the process of economic development in developed and developing countries, *Entrepreneurship* plays a very important role. India, as a developing country understands that gender equality will determine the level of its development in terms of various statistical indicators.

Census 2011 report states that India's population is more than 121 Crore with 48.5% females, which results to the fact that there are 949 females to 1000 males in rural India against 929 in urban India. Human Development Report 2014, states that India ranks 135<sup>th</sup> in regards to Human Development Index and its Components. The same report states that India at 135<sup>th</sup> rank has 0.828 ratio of female to male in Human Development Index. The Global Competitiveness Report 2014-15 places India in Stage 1 category under Factor-Driven Economy. The same report places India on the 71<sup>st</sup> rank under Global Competitiveness Index of the 144 countries. The report states that improving competitiveness would help India in re-balancing the economy and move India up the value chain. This would ensure more solid and stable growth in turn resulting in more employment opportunities for India's rapidly growing population.

## *Women Entrepreneurs in India*

India, like any other country, strives to achieve economic development for prosperity and better life for its citizen. To build a healthy nation, contribution of men and women is essential in economic activities. The advent of industrialization and modernization has made Indian Women take up greater responsibility at home and in the world of work. There are several measures taken at regional, national and international level for the economic development and improvement in the status of Indian Women. The role of modern women in India is not limited to traditional role as a mother and housewife; it has and is undergoing changes.



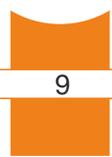
An educated woman in today's India, becomes more aware of herself as an independent person understanding her identity, potential and decision-making capabilities. Women with creative and innovative ideas are coming forward to start the small and medium sized enterprises. In today's contemporary India, the structural changes implemented in education and employment has boosted empowerment of women.

Government of India defines '*Women Entrepreneur*' as an enterprise owned and controlled by one or more women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. Three major classifications of Women Entrepreneurs in India are as follows;

- » Forced Entrepreneurs – Women who are compelled by circumstances or family business to become entrepreneurs
- » Created Entrepreneurs – Women who are specifically identified, motivated, trained, equipped and developed as entrepreneurs
- » Chance Entrepreneurs – Women who enter business by luck

There is a gradual change in the trend of assuming that majority Indian women are economically non-productive as they are not involved in the activities that are financially remunerative. Indian Women today are taking more and more professional as well as technical degree to cope up with market requirement. This result in Indian Women flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still discovering new options of economic participation. World Bank Report 2010-11 and World Association of Working Equitation Conference Report 2009-10 states that women work participation in India has got a considerable growth as the percentage of work participation went up from 14.2% in 1970-71 to 31.6% in 2010-11.

In the emerging complex social scenario, women have a pivotal role to play. Now women have taken up entrepreneurial role in order to create a meaning for themselves. The traditional roles of housewives are gradually changing into women entrepreneurs. Some of the factors responsible for these changes are better education, changing socio-cultural values and need for supplementary income. When proper exposure, education and knowledge are imparted to them, Indian women will prove themselves to be highly potential productive force for the development of the nation.





Concept



# SAWES Project Concept

## Initial Concept

The Asia Foundation and the U.S. Department of State have initiated the South Asian Women's Entrepreneurship Symposium (SAWES) Project which would enable a capacity building platform for women entrepreneurs operating in the textile industry in Mumbai and Karachi, with a focus on improving Indo-Pak trade for this group. The Project involved, working intensively with twelve entrepreneurs in each city (twenty four) to strengthen their organizational capabilities for cross-border trade. This would have been done through a combination of knowledge sharing, mentoring, facilitating access to experts on cross-border trade regulation and documentation besides design, support on marketing and buyers/suppliers on both sides.

The activities performed towards the initial concept were to focus on enabling;

1. Build an online platform that becomes a knowledge centre. This will contain:
  - » A detailed list of all the relevant regulation.
  - » An online expertise and help centre to raise questions
2. Six/Seven learning modules conducted through the year, pertaining to areas of specific interest; e.g.
  - » Sourcing and importing
  - » Marketing
  - » Designers inputs
  - » Access to finance
  - » Legal issues related to cross-border trade
3. Competition/ Challenge: During the first seminar, participants are invited to submit their business goals for the coming year as pertaining to cross-border trade.
4. Mentoring: a powerful mechanism to offer participants counsel, an ability to stand back from their day to day work and take stock about the direction of their business with the advice of an expert.
5. A two day seminar of all twenty four participants from both sides of the border which would include:
  - » A buyer-seller Meet.
  - » Visits to enterprises in the area to give them an in-person experience of the sector.
  - » Presentations by senior entrepreneurs of real life successes and what worked for them.
  - » The seminar will also be an opportunity to surface areas of common interest and challenges. Building a business plan for the coming year may be part of the many sessions. A similar one will be organized in Karachi as well.
6. Media engagement – through the entire year, have regular media coverage on the
  - » Changes in policies related to export promotion schemes
  - » The online- opportunity – How to build an online retail space

programme, on individual mentors/ participants, etc to keep interest alive in a broader audience than just the participants.

### *Need for a New Concept*

In the month of November 2014, the execution of the SAWES Project experienced a halt due to some unavoidable circumstances. The Political Issues and LOC Tensions raised a spark between the relation of Pakistan and India. SAWES Project, to achieve its success, needed a simultaneous execution at both the Chambers. As per the last communication held with Karachi Chamber of Commerce & Industry on the 3<sup>rd</sup> December 2014, Bombay Chamber of Commerce & Industry was informed that there was a Team of Women Entrepreneurs very much keen on associating with the SAWES Project. Due to the difficulties encountered in interacting with Karachi Chamber of Commerce & Industry, the SAWES Project was at a standstill. In December 2014, there was a Team of Women Entrepreneurs ready at both the Chambers to be associated with the SAWES Project. The execution of the Project could not be implemented due to Lack of Communication.

The above concern was discussed with The Asia Foundation (TAF) and the officials from TAF and Bombay Chamber of Commerce & Industry held a meeting on the 18<sup>th</sup> December 2014. The Asia Foundation, under any circumstances, did not want the SAWES Project to be stopped in India. After a lot of brainstorming hours, it was decided that Bombay Chamber of Commerce & Industry would work on a New Concept towards the SAWES Project. It was mandatory that the New Concept achieves all the objectives that were stated in the Initial SAWES Project Concept.

Bombay Chamber of Commerce & Industry worked on a New Concept which got a green flag for its implementation from The Asia Foundation on the 12<sup>th</sup> January 2015.

### *New Concept*

The New Concept intended to be implemented by Bombay Chamber of Commerce & Industry was a 3-Phase Concept explained in detail below.

Objective:

Capacity Building - Pertaining to Business Skills, Access to Finance and Business Promotion for Indian Women Entrepreneurs of Textile Sector.

Concept:

Bombay Chamber of Commerce and Industry will identify a team of Women Entrepreneurs from Textile Sector. The Chamber tends to strengthen the overall organization capabilities of Women Entrepreneurs associated with the SAWES Project. This would be done through a combination of knowledge sharing, mentoring and facilitating, access to experts on international trade regulations and documentation, support on marketing and B2B meets. The Chamber, at the end of the SAWES Project duration, expects the Women Entrepreneurs associated with the Project to establish successful trade links in national and international markets. To achieve the desired outcome, the Chamber will follow 3 phase concept;

1st Phase: Mentoring session on topics like Banking, Taxation, Human Resource Management, Information Technology.

2nd Phase: Exposure to National and International Market where in the Women Entrepreneurs gets an opportunity to grow her business.

3rd Phase: Training Session on Trade Policies, Customs, Excise, Logistics & Transportation.

1st Phase: The Chamber will conduct Mentoring session through Workshops and Seminars for the Women Entrepreneurs by the Industry Experts in topics like Banking, Taxation, Human Resource Management and Information Technology. These sessions would advise the Women Entrepreneurs to understand the base requirement of an organization to sustain their existence and business in the National and International Market.

2nd Phase: The Chamber tends to provide a platform to the associated Women Entrepreneurs by giving them an opportunity to showcase their products in an International Market. The Chamber will create a platform for the Women Entrepreneurs to participate in the "International Textile Fair 2015 – Dubai". By participating in this event the Women Entrepreneurs get to interact with international buyers and attend B2B meets scheduled during the event.

3rd Phase: The Chamber's reason behind rendering the Women Entrepreneurs to International Market first, is in regards with Training that the Chamber tends to provide to the Women Entrepreneurs. The Chamber will train the Women Entrepreneurs in the specific fields

of Trade Policies, Customs, Excise, Logistics and Transportation. The precise field would only be known once the Women Entrepreneurs get the opportunity to network and secure new business leads obtained through Domestic and International Exposure.

Desired Effect: The Chamber is aware of the fact that the SAWES Project duration is till August 2015. The Chamber is confident that at the end of Project duration, through proper implementation of the above stated Concept, the SAWES Project will make the Women Entrepreneurs adequate enough to sustain in the National and International Market.

Through the partaking in 'India Fashion Forum – Mumbai' and 'International Textile Fair - Dubai' the Chamber wants to enlighten the Women Entrepreneurs in specific areas like:

- » Spring Color Trend in Middle East & Asian Market
- » Brand Exposure in Middle East & Asian Market
- » Trade Policies Excise & Customs awareness while doing business in Middle East Market and aspirant Buyer, if any, located through the Fair
- » Required Documentation pertaining towards the specified Trade Policies
- » Desired Knowledge about Transportation and Logistics to the Middle East Market and aspirant Buyer Market, if any, located through the Fair



# Progress Analysis Report



# Progress Analysis Report

## *Selection of Women Entrepreneurs*

As the SAWES Project desired, Bombay Chamber of Commerce & Industry initiated the Project by making a team of Women Entrepreneurs from the Textile Sector of Mumbai. There were various resources that were considered to form the Women Entrepreneur Team. The two main resources were the Membership directory of Bombay Chamber and the Exporter's Directory published on the official website of 'Apparel Export Promotion Council'. There were 75+ Women Entrepreneurs that were contacted in order to make them a part of the 12 Women Entrepreneurs Team as required by the Initial Project Concept. Bombay Chamber of Commerce & Industry found it difficult to build the 12 Women Entrepreneurs Team as the contacted Women Entrepreneurs did not want to have trade links with Pakistani Counterparts. The reason for not wanting to have trade links were in regards with the security issues, bitter trade relation history between the countries, commercial transaction difficulties, etc.

Bombay Chamber of Commerce & Industry organized Convention Day in September 2014 with the intention of creating a forum to answer all the concerns and queries the Women Entrepreneurs had in regards with the SAWES Project. The Chamber invited 20 Interested Women Entrepreneurs of the 75+ Women Entrepreneurs to the Convention Day. On the Convention Day only 5 Women Entrepreneurs turned up for the Event. The Event forum had the Bombay Chamber officials and the SAWES Project Team who dealt with the concern and issues that

the 5 Women Entrepreneurs had in regards with the SAWES Project. The Convention Day forum, as desired, did help the Women Entrepreneurs to clear their doubts about the SAWES Project. Of the 5, 4 Women Entrepreneurs agreed to be associated with the SAWES Project. By the end of September 2014, the SAWES Project had 4 Women Entrepreneurs associated with it.

SAWES Project team decided to associate aspiring Women Entrepreneurs of Textile Sector, who are not the members of the Chamber, with the SAWES Project. This move was initiated with the intention of forming the Team of Women Entrepreneurs as per the Project Concept and portraying the potential benefits of being a member of the Chamber. The new approach implemented by the SAWES Project Team in reference to forming the Team helped the Project to have 11 Women Entrepreneurs associated with the SAWES Project by the end of October 2014. As mentioned in the earlier part of this report, due to some unavoidable political issues the SAWES Project was on halt in the month of November and December 2014. The halt had a negative impact on the SAWES Project and the Team of Women Entrepreneurs was downsized to 2 from 11.

The difficulties faced in communicating with the Karachi Chamber of Commerce & Industry was raised & discussed with The Asia Foundation. Bombay Chamber was asked to work upon a New Project Concept that would be on the parameters of the Initial Concept.

The New Concept designed, was approved by The Asia Foundation in January 2015 and was given a green flag to be executed immediately.

With the Project to be concluded by August 2015, Bombay Chamber had 7 months in hand to execute the Project. The SAWES Project Team, contacted few Women Entrepreneurs, who were a part of a training program organized by Indian School of Business, Hyderabad. All the 5 Women Entrepreneurs contacted, agreed to be a part of

the SAWES Project Women Entrepreneur Team.

By the end of January 2015, the SAWES Project had 7 Women Entrepreneurs associated with the Project as stated in the New Project Concept. By the time 3-Phase implementation of the SAWES Project, as described in the New Concept began, the Project had a team of 6 Women Entrepreneurs and 5 Brands associated with the SAWES Project.

### *Brands Associated*



### *Product Profile & Market Existence*



Started in 2011, Nallu Collection is owned and managed by Mrs. Munira Gheewala. Mrs. Gheewala initially started the business as a home-based occupation. After understanding the business, Mrs. Gheewala started obtaining interest towards Lawn and

Pakistani Garments. She started a web portal called [NalluCollection.com](http://NalluCollection.com). NalluCollection.com is an online trading e-commerce website catering to high-end ethnic women's wear.

Products:

*Sarees, Kurta's, Salwar Kameez, Lehenga*



Started in 2011, lishtart is a creative initiative dreamed and nurtured by Mrs. Shailaja Salian. Mrs. Salian is a textile and fashion designer by profession and a passionate artist. Her intention behind starting lishtart was to introduce the world to the rich, diverse and indigenous art forms of India through textiles. lishtart deals with products made from ERI silk fabrics and introduced products made from natural fibers like Banana Fiber, Bamboo Fiber and Soya Fiber.

*Products:*

*Stoles, Scarf's, Shaylas, Dupattas, Hijabs, Sarees*



Started in 2012, I Wear Me was founded and managed by Mrs. Hina Palkar. I Wear Me started with a vision to help conserve the environment, support ethical and fair trade practices and promote artistic talents through their product line. I Wear Me deals in products that are made from GOTS certified, Fair-Trade Certified and eco-friendly fabrics.

*Products:*

*Men's t-shirts, Kids Wear*



Started in 1995, Trishiz was founded and managed by Mrs. Meena Ganeriwal. Trishiz is a one stop solution for furnishing needs offering unique color palate, exquisite embroidery, lavish design and elegant finish. Trishiz also provides comprehensive and customizable solution to private clients and interior designers.

*Products:*

*Bed Linen to Cushion Covers & Bed Throws to Quilts*



Started in 2011, Shor Sharaba was founded and managed by Mrs. Trisha Jhaver and Ms. Rasshi Ganeriwal. Shor Sharaba was founded with a vision to manufacture accessories that spread fun and cheer in everyday life and make the customer stand out in a crowd.

*Products:*

*Accessories for Lifestyle, Fashion, Gadgets & Home*



# 3-Phase Concept Implementation



## 3 - Phase Concept Implementation

### 1<sup>st</sup> Phase - Knowledge Sharing Session & Mentoring Session

#### *Knowledge Sharing Session*

SAWES Project has always considered the Team of Women Entrepreneurs as the Stake-Holders of the Project and always catered to the concerns and issues faced by the Stake-Holders. The topics addressed in the Knowledge Sharing and Mentoring Session were the ones which the stake-holders needed more clarity and help on. The Chamber scheduled these sessions with the intention to strengthen the overall organizational capabilities of the Women Entrepreneurs. Knowledge Sharing Sessions were organized by the Chamber at the Chamber's premise.

The Knowledge Sharing Sessions were scheduled on the following topics;

1. Discovering Financial Freedom
2. Access to Finance
3. Factoring
4. IT Benefits

#### *Discovering Financial Freedom*

The session was addressed by Mr. Anurag Gupta from Profound Consulting Pvt. Ltd. The session focused on giving practical ideas to take investment decisions which would lead to the path of Financial Freedom. The session shared the importance of investing, magic compounding and Asset Allocation with the Team of Women Entrepreneurs.

#### *Access to Finance*

The session was addressed by Mr. Pratapsingh Nathani from Vermillion Financial Advisors Pvt. Ltd. The Chamber's intention to organize the event was to educate the Team on various means to acquire Financial Support towards their Business growth. Following topics were covered through this session, which included:

- » Broad understanding of Debt vs. Equity
- » Product Basics of Loans, Working Capital, Commercial Paper, NCDs & Bonds
- » Syndication of Debt
- » Rating Criteria for debt
- » Special schemes for MSMEs
- » Private Equity - broad overview will cover seed/ angel funding, venture capital and private equity
- » IPO & Listing with broad outline of SEBI guidelines

#### *Factoring*

The session was addressed by Mr. Ravi Valecha from India Factoring and Finance Solutions Pvt. Ltd. The Chamber's intention was to educate the Team about Factoring which is a complete financial package to support open account trade in export and domestic market. Mr. Valecha also informed the Team about the benefits associated with Factoring.

#### *IT Benefits*

The session was addressed by Ms. Sheena Unnikrishnan from MindCraft Software Pvt.

The Chamber's intention was to bring the awareness of the below mentioned parameters among the Team;

- » What is IT and the Need for IT
- » Bare essential IT requirements for a Company
- » How much of IT does a Company need
- » IT and Security Threats
- » Need to be updated on the Latest IT Trends

The session also helped the Team to understand the benefits of E-Commerce and the potential of having an operational website.

#### *Mentoring Session*

The Mentoring Session was scheduled with the assistance of the supporting organization SA.ME. The Mentoring Session was organized through various mediums like SKYPE, Telephonic, Email and Meetings. As per the New Project Concept, the Brands associated with SAWES Project were to be provided an exposure in Domestic and International Market. SA.ME, being Dubai based, was able to mentor the Team in regards with Creating Brand Story, Brand Awareness and Marketing Strategy for the Middle East Market. The stated parameters are considered to be mandatory while entering a new market. SAWES Project, being the first textile project, the Chamber wanted an organization from the Middle East region to guide the Team of Women Entrepreneurs on the above mentioned parameters. The Chamber and SA.ME worked in tandem to get the Team of Women Entrepreneurs for their 1<sup>st</sup> International Show.

SA.ME agreed to work on the following parameters towards the SAWES Project:

- » Introduction to Middle East Market
- » Product Edit for the Brands associated with Sawes Project
- » Marketing Plan for the Brands associated with Sawes Project
- » Brand Plan for the Brands associated with Sawes Project
- » Brand Identity Development for the Brands associated with Sawes Project
- » Developing Media Collateral
- » Strategy for the Brands associated with Sawes Project

### *2<sup>nd</sup> Phase - Exposure to Domestic & International Market*

#### *Domestic Market*

Brands associated with the SAWES Project had established their existence in the Domestic Market. Since the Brands already marked their existence in the domestic market, the Chamber thought it would be more beneficial for the SAWES Team to attend various conferences and round tables instead of participating in the domestic trade fairs. The SAWES Team attended the India Fashion Forum held in Mumbai on the 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> March 2015. IFF - India Fashion Forum - is one of Asia's largest fashion retail events. Year after year, it draws the participation of India's most powerful fashion brands and companies, professionals from across the globe in the fields of fashion design, store architecture, visual

merchandising, and retail support and retail real estate. It is also India's biggest retail and fashion knowledge-sharing forum and is host to Global and Indian professionals in fashion, retail and marketing.

The SAWES Team attended various Conferences and Roundtables over the 3 days event. The lists of events attended are as follows:

#### Day 1 - March 18, 2015

Conference: IFF Inaugural and Keynote Addresses - Creating and Retailing Winning Fashion in an Omni-Channel Era

Conference: Through the Looking Glass: Creating New Ideas for Catalyzing Fashion and Lifestyle Consumption

Roundtable: Sourcing & Merchandising Role in Today's Fast Changing World of Brick & Mortar and Online Business Channels

IFF Knowledge Series: Crafting the Power of Indianess into an Influential Global Luxury Brand

#### Day 2 - March 19, 2015

IFF Knowledge Series: Fashion Marketing and Retail in the New Age – Building Powerful Brands and Retail Models for an Omni-Channel Era

Conference: Where Are the Profits in Fashion – Learning the Secrets of the Most Profitable Retailers?

Conference: One On One Conversation with Bonnie Brooks On 'A Global Retailer's Perspective on Fashion Future'

Conference: The Fashion Influencers: Building the Innovators' DNA for Trail-Blazing Fashion Growth Ideas

Roundtable: Fashion Marketing In the New Age of Retail - 'Digital Disruption Driving Responsive Retail'

#### Day 3 - March 20, 2015

Conference: Creating Experiential Retail – The Key to Making Our Fashion Experience Stand Out Through Digital Content, Technology, Loyalty & CRM, Supply Chain Management

Roundtable: How the Best Fashion Designers Draw Their Inspiration and How to Build Tomorrow's Talent in the Creative Industries

IFF Knowledge Series: Winning Fashion Intelligence at Your Fingertips - Data Analytics in Trend Validation

Conference: What Makes India One of the Most Exciting Markets For International Brands and How They Are Re-Inventing the Pace of Fashion in India

Conference: Grand Finale: Fashion 'Made In India' For the World

This forum helped the Women entrepreneurs in brushing up the skills required in maintaining the existence in Domestic Market. The knowledge & inputs gained through the forum helped the Women Entrepreneurs, to some extent, in rejuvenating their brands, products, product packaging which aided them to enter in the International Market.

#### *International Market*

The Chamber through its research had presented a report on India's Textile Exports during 2013 – 2014 at the Convention Day held in September 2014. The Report stated, the Ready Made Garments Export of the India's Textile Sector was as follows;

India's Export Figures			
	US	UK	UAE
FY 2012-13	US\$ 3.09 bn	US\$ 1.49 bn	US\$ 1.43 bn
Rank	1	2	3
FY 2013-14	US\$ 2.41 bn	US\$ 1.16 bn	US\$ 1.31 bn
Rank	1	3	2

- Meetings with Regional Buyers
- Awareness & Brand Building
- Invite to Fashion Revolution Day for creating Brand Reach
- Press Coverage: 4-5 Press Blurbs both Online and In-Print

Bombay Chamber of Commerce & Industry thought it would be more beneficial to create a platform for the SAWES Team in the UAE Market as UAE is ranked 2<sup>nd</sup> in terms with Ready Made Garments Exports from India as per the Ministry of Textile Report. The Chamber booked 45 square meters of booth space at the International Textile Fair (ITF), 2015 scheduled in Dubai, UAE on 26<sup>th</sup> & 27<sup>th</sup> April 2015. The Project Team and its supporting organization SA.ME after various dialogues derived on a 7 days agenda for the SAWES Team towards the Dubai Visit.

Bombay Chamber of Commerce & Industry through its contacts had scheduled meetings for the Team with various regulatory bodies in UAE catering to Textile Industry. The major organizations with whom the meeting was scheduled were; *Dubai Export Intelligence, Islamic Fashion Design Council & Fashion Group Arabia*. Bombay Chamber also associated with Dubai Textile Merchants Association (Texmas) which helped the Project by circulating the SAWES Dubai Flyer among its 350 members who visited the ITF.

SA.ME, being the virtual eye to the UAE Market for the SAWES Team, agreed to work on the following parameters;

- Marketing Plan of Each Brand
- Developing Media Collateral
- Press Meetings / Media Coverage
- Research Meetings

The 7 Days Derived Agenda designed towards the Project Concept was as follows;

April 22, 2015 - *Team Lands in Dubai*

April 23, 2015 - Individual meeting of the Women Entrepreneurs with the CEO of Fashion Group Arabia – *Mr. Shahzad Haider*

- Team meeting with the Chairperson of Islamic Fashion Design Council  
– *Ms. Alia Khan*

- Team meeting with the Managing Director of Amato Couture – *Mr. Rashid Ali*

April 24, 2015 - Team attend the Fashion Revolution Day event scheduled at Impact Hub

April 25, 2015 - Team visit, as a part of Research Meetings, to 3 top Fashion Boutiques of Dubai through SA.ME

April 26, 2015 - Team Participates at International Textile Fair. Few of the Regional Local Buyers / Traders visit the Show to get a touch 'n' feel of the products displayed by each Brand

April 27, 2015- Team Participates at International Textile Fair. Few of the Regional Local Buyers / Traders visit the Show to get a touch 'n' feel of the products displayed by each Brand

April 27, 2015 - Selected Brands meeting with Landmark Group

April 28, 2015 - *Team Returns to Mumbai*

A short description of each highlighted event is mentioned in further sections of this report.

**Individual meeting of the Women Entrepreneurs with the CEO of Fashion Group Arabia – Mr. Shahzad Haider**  
- April 23, 2015

The first meeting of the Team scheduled with Fashion Group Arabia was arranged by the Bombay Chamber of Commerce & Industry. Each Brand got an opportunity to interact with Mr. Shahzad Haider - CEO. The meetings gave an understanding to each brand in regards with the UAE Market Trends. Mr. Haider briefed the team on various parameters to be considered while entering the UAE market in terms with Brand Identity, Brand Signature, Uniqueness and Visual Appearance that plays a major role for the Target Audience of the UAE Market. He also suggested various markets that would be an ideal entry points for each brand.

Mr. Haider was invited to the International Textile Fair to meet the Woman Entrepreneur. He did visit the show and met the Women Entrepreneur.



**Team meeting of the Women Entrepreneurs with the Chairperson of Islamic Fashion Design Council – Ms. Alia Khan, Managing Director of Amato Couture – Mr. Rashid Ali**  
- April 23, 2015

Meeting with Islamic Fashion Design Council (IFDC) was scheduled by Bombay Chamber of Commerce & Industry. Ms. Alia Khan visited the Team at the Hotel where the Team was staying. The meeting gave an opportunity to each brand to interact with Ms. Alia Khan, who is working on modest Islamic fashion with various designers globally. Ms. Khan did like products of few Brands and is keen on working with the Team to promote their products in the UAE Market. IFDC was the partner of International Textile Fair and Ms. Khan did use some of the products of the brands associated with the Project for various conference organized by IFDC at the International Textile Fair.

Meeting with Amato Couture was scheduled by supporting organization SA.ME. Ms. Soniya Kirpalani from SA.ME invited Mr. Rashid Ali – MD of Amato Couture to interact with the Team. Mr. Ali is keen on working with certain Brands associated with the SAWES Project.



## Team attend the Fashion Revolution Day event scheduled at Impact Hub– April 24, 2015

SAWES Project's supporting organization SA.ME was the Lead Sponsor for the Fashion Revolution Day event scheduled at the Impact Hub. This event brought together all stakeholders of the design industry and brought the awareness among consumers, to bring attention to the greater issues of sustainable business practices in UAE. The event also gave an opportunity to each brand to bring their Brand Awareness in the UAE Market. The event had following speakers;

- Sharjah Business Women Council – Film: Initiatives recognizing local craft
- Soniya Kirpalani – Film: Silken Synergy / Skype with Bibi Russell - TBC
- Abubakr Ahmad - Leading through sustainable business strategies

- Ayesha Siddequa & Dr. Petar Stojanov - Ethics and Sustainability in business
- Lezley George - The Arab Dress and Sustainability
- Azza Al Qubaisi - The importance of balancing sustainable design with cultural identity of the Middle East
- Maria Conceicao - Importance of education in bridging the gap between makers and end-users
- Asil Attar - Social responsibility, how new and existing brands play a key role in creating social impact through brand experiences that reflect ethics and values

This event was covered by Media and gave an opportunity to each Brand in regards with building awareness in the UAE Market.

The YouTube link to the event clip is: <https://youtu.be/5h4kaF4Grug>



## Team visit to 3 top Fashion Boutiques - April 25, 2015

The entire day was planned as a Research Trip / Reiki, to understand the Dubai Market, by the Project's supporting organization SA.ME. The prime intention of these visit's was to make the Women Entrepreneurs understand the Color Trend, Pattern, Designs preferred by the Target Audience of the Dubai Market. The Team got an opportunity to interact with the owners of the



Aara Fashions



Label 24



Vesimi

Fashion Boutiques. Few Brands and their products were appreciated by the boutique owners and they are keen on doing business with them. Few selected Brands that were shown interest would start trade relations with the Boutiques from August-September when the market opens up.

## Team Participates at International Textile Fair - April 26 & 27

SAWES Team at International Textile Fair visited by Dubai Exports Intelligence Official and Regional Buyers / Traders.



## Selected Brands meeting with Landmark Group - April 27, 2015

The SAWES Team had attended various conferences at India Fashion Forum in Mumbai on the 18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup> March 2015. The Team had an opportunity to meet Mr. Raza Beig – CEO of Splash – Landmark Group at IFF. Mr. Beig was aware of the SAWES Project executed by Bombay Chamber and with the support of SA.ME; the Team of Women Entrepreneurs had a chance to meet him during their visit to Dubai. SA.ME had arranged the meeting of 3 of the potential brands, associated with the SAWES Project, with Mr. Steven D'souza – Head of Buying & Planning & Ms. Ratna Mitra – Business Manager of Splash – Landmark Group. This meeting was intense and exposed the Women Entrepreneurs to various protocols that need to be followed while doing business with Retail Giants like Splash. Mr. D'souza & Ms. Mitra guided the 3 Brands on various kinds of Government approvals (product testing certificates) that are required to export the products to retail giants.



SAWES Team with Mr. Vikas Gadre - DG, Bombay Chamber, Mr. Pran Daniel - Jt. Director, Bombay Chamber and Mr. Sohel Kazani - Director, Interport Impex Pvt. Ltd.

The Dubai Visit did help the Team of Women Entrepreneurs to understand the Dubai and Middle East Market. The visit helped few of the Women Entrepreneurs to establish various trade links in the Middle East Region. The Chamber never measured the success of the SAWES Project in regards with assured trade links. The Chamber wanted the Women Entrepreneurs to understand the Dubai market and use the experience in knowing how to build their brand identity in a new market.

## 3<sup>rd</sup> Phase - Training Session

Bombay Chamber of Commerce & Industry thought it would be more appropriate to train the Women Entrepreneurs only after the International Market Exposure. This move would help the Team to understand the trade rules and regulations towards the specific links established through ITF participation. The Chamber organized a training session on the following topics;

- (1) Logistics
- (2) Transportation
- (3) Excise
- (4) Customs

The team was trained on the above mentioned topics by Mr. Sohel Kazani from Interport Impex Pvt. Ltd. This session helped the Women Entrepreneurs to understand the current rules and regulations pertaining to different aspects of trade.



SAWES Team with Ms. Sheena Unnikrishnan - Sr. VP, MindCraft Software



# Achieved Objectives



# Achieved Objectives

Bombay Chamber of Commerce & Industry started the implementation of new concept towards the SAWES Project in the month of February 2015 and had its closure in August 2015. Through this Project, the Chamber has formed a team of aspiring Women Entrepreneurs who are keen on establishing their identity in the National and International Market. The Chamber has stuck to the basic

objectives that were to be considered and achieved throughout the life-cycle of the project. With the progression of the Project, the Chamber was able to identify the achieved objectives and was able to make an Objective Analysis Report.

The Objective Analysis Report is as follows;

<u>Old Concept (Indo-Pak)</u>	<u>Revised Concept (South Asia)</u>
<p>Capacity –Building Pertaining to Business Skills, Access to Finance and Business Promotion between Indo-Pak Women SME Entrepreneurs in Textile Sector</p> <ol style="list-style-type: none"> <li>1. Online knowledge centre               <ul style="list-style-type: none"> <li>- Website</li> <li>- Online interaction</li> <li>- Social Media</li> </ul> </li> <li>2. Online learning module               <ul style="list-style-type: none"> <li>- Sourcing &amp; Importing</li> <li>- Marketing</li> <li>- Designer Inputs</li> <li>- Access to Finance</li> <li>- Legal Awareness</li> <li>- Knowledge on Trade policies</li> <li>- Online retail space</li> </ul> </li> <li>3. Competition / Challenge faced &amp; Progress made</li> <li>4. Mentoring</li> </ol>	<p>Strengthen the overall organization capabilities Access to Finance and Business Promotion for Indian Women Entrepreneurs of Textile Sector in National &amp; International</p> <ol style="list-style-type: none"> <li>1. Training module related to               <ul style="list-style-type: none"> <li>- Banking</li> <li>- Taxation</li> <li>- Human Resource</li> <li>- Information Technology</li> </ul> </li> <li>2. Exposure to National &amp; International Market</li> <li>3. Color Trend in Middle East Market</li> <li>4. Brand Exposure in Middle East Market</li> <li>5. Trade Policies, Customs, Excise, Logistics &amp; Transportation</li> </ol>

## Actual Achieved

1. Overview of Middle East Market through Video Conferencing with local buyer & supporting organization from UAE.
2. Knowledge Sharing session
  - Discovering Financial Freedom
  - Access to Finance
  - Factoring
  - Benefits of IT
3. Exposure to National Market by attending Conferences & Roundtables at India Fashion Forum, 2015 on
  - Catalyzing Fashion & Lifestyle Consumption
  - Sourcing & Merchandising
  - Learning the secrets of the most profitable retailer
  - Crafting the power of Indianess into influential global luxury brand
  - Building Powerful brands & retail models for an Omni Channel era
  - Data Analytics in trend validation
  - Interactive session on Global Retailer's perspective on Fashion Future
  - Building the innovators DNA for Trail-blazing fashion growth ideas
  - Fashion Marketing in the new age of retail
  - Creating Experiential Retail through digital content, technology, loyalty & CRM, supply chain management
  - What makes India one of the most exciting markets for international brands & how they are re-inventing the pace of fashion in India
  - Fashion 'Made in India' for the world
4. Mentoring Session by supporting organization, SA.ME on
  - Product Edit of Each Brand
  - Marketing Plan of Each Brand
  - Brand Plan of Each Brand
  - Brand Identity Development of Each Brand
  - Brand Strategy of Each Brand
  - Awareness & Brand Building
5. Exposure to International Market
  - Individual meeting of the Women Entrepreneurs with the CEO of Fashion Group Arabia – Mr. Shahzad Haider
  - Team meeting of the Women Entrepreneurs with the Chairperson of Islamic Fashion Design Council – Ms. Alia Khan
  - Team meeting of the Women Entrepreneurs with the Managing Director of Amato Couture – Mr. Rashid Ali
  - Team attend the Fashion Revolution Day event scheduled at Impact Hub
  - Team visit, as a part of Research Meetings, to 3 top Fashion Boutiques through SA.ME
  - Team Participates at International Textile Fair. Few of the Regional Local Buyers / Traders visit the Show to get a touch 'n' feel of the products displayed by each Brand
  - Selected Brands meeting with Landmark Group
6. Training Session
  - A session on Trade Policies, Customs, Excise, Logistics & Transportation
  - A session on Access to Finance
  - A session on Legal Awareness related to Exports



# The Way Forward



# The Way Forward

The initiation of the SAWES Project involved a lot of background research that was carried out by The Asia Foundation and Bombay Chamber of Commerce & Industry. The research helped both the organizations to understand the Stake-Holders and the Industry to which the SAWES Project can be implemented. Through the research the Stake-Holders for the Project were the Women Entrepreneurs and the Industry selected was Textile Industry. Bombay Chamber being a city-based Chamber of Commerce, decided to implement the Project in the Textile Sector of Mumbai. Throughout the duration of the SAWES Project, the Project Team has realized that there are various avenues that can be considered towards Women Empowerment which will directly or indirectly impact the growth of Textile Sector in Mumbai. The various avenues are the way-forwards that can be identified at 2 levels, which are;

- Expectations from the Chamber
- Expectations from Government / Concerned Regulatory Authorities

## Expectations from the Chamber

The primary objective of the SAWES Project was Women Empowerment along with strengthening over-all organizational capabilities of the Women's Enterprises. The Project Team along with the Women Entrepreneurs associated with the Project has derived on few expectations which are;

- Trainings on topics related to strengthening organizational capabilities
- Regular durational session on guidance, knowledge sharing and learning towards different aspects of doing business

- Subsidiary rates to perform trade domestically and internationally
- Regular updates on Domestic and International Textile Projects
- International association and updates on product certification towards global accreditation
- Networking in regards with B2B & B2C

## Expectations from Government / Concerned Regulatory Authorities

As started in the earlier part of this report, women work participation in India has seen a considerable growth. Women are forming an increasingly significant portion of the Indian SME Sector. SME Sector is considered to be the backbone of the Indian Economy. The SAWES Project team feels that Women Empowerment in India is the need of the hour to strengthen the Indian Economy. Women Entrepreneurs, the female half of the population can be identified as two categories of businesswomen;

1. Being own boss is the preferred choice
2. Business creation is the only opportunity to generate income

The major characteristic of the Women Entrepreneurs from category 1 is good educational qualification and middle or higher management positions. These Women have left the corporate career to start their own company. Category 2 Women Entrepreneurs often lack many entrepreneurial characteristic like commitment to vision, independence and ability to take risk, flexibility, higher educational qualification and broad-based professional experience.

The Project team along with Bombay Chamber would like to recommend a Training Module to be implemented in the Domestic market to promote Women Empowerment.

The Training Module describes parameters that;

- Prepare Women for Business Creation (*Pre Start-up*)
- Support them during the Launch of their Business (*During Start-up*)
- Help them developing strategies for consolidation and growth (*After Start-up*)

#### Pre Start-up Phase

A woman decides to set-up her own business for various reasons. Majority of them need assistance in translating their decision into practice. This translation requires careful planning, training and support. There should be organizations that not only offer such support but also understand each woman's starting point which would lead her in developing her business idea into a viable business plan. There are various training institutions, SME support agencies and NGO's that can cater to such services. Certification is a valuable asset and if the trainings, to enhance the skills offered to the Women Entrepreneurs are certified by an authorized body will help in boosting Women's self-esteem. Such certification should be recognized by other organizations and training bodies. It should be a mandate to provide a certification towards the training programs designed for Women.

Women should be introduced to business creation programs through raising awareness in the local community which may have a significant impact in local economic development. This impact should be acknowledged & appreciated by the community for developing relevant measures to support the women locally & globally. There should be a standardized process for recruitment

and selection of women who are interested in self-employment and setting up their own business. Various methods can be followed towards the selection range from open process based on self-selection to thorough procedures using stern criteria. To develop the personal skills and business knowledge necessary for a successful entrepreneurship a holistic approach should be implemented through different aspects of training and support. Personal development and group support will help the women to develop the range of skills associated with entrepreneurship. There should be projects designed to develop personal skills through group dynamic. Appropriate social and cultural aspects should be followed to influence the chosen methods. There should be ways to generate and test business ideas. There should be means of individual guidance and group workshops that would help women to test their ideas through examples, exercise and check-lists. The women at this stage should be taught to keep several possibilities in regards with products and processes that are built around their main ideas. This would help the women to try out the alternatives if the main idea does not work. Once an idea is generated, a systematic analysis of proposed enterprise can be made against the actual market opportunity which would make the final idea strong and viable. There should be various enterprise training programs initiated by training institutions, SME support agencies and government organizations. Women who would be registering for such programs would share a common goal of setting up a business but will have different motivations and backgrounds. Enterprise training program providers need to be sensitive to such diversity of women with individual needs. Trainings should be designed to focus on enhancing personal skills, business

skills and knowledge. There should be ways wherein the women are given practical and hands on experience of interacting in existing firms which would provide a realistic picture of what it takes to run a business.

The enterprise training program can be designed on the following parameters;

### Enterprise Training Programme

#### *Module One: Thinking about self-employment*

- Money, responsibility, organization, decision-making, hours, planning, prospects, goals

#### *Module Two: The Feasibility Study*

- Personal Survival Budget
- Personal Aims and Objectives
- Marketing - A General Introduction
- Market Research: Customers & Competitors
- Legal Considerations: Types of Business Structures, Tax and National Insurance
- Preparing Accounts
- Business Start Up Costs
- Sources of Finance

#### *Module Three: The Business Plan*

- The Mission Statement: Aims and Objectives
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- The Marketing Plan including the Marketing Mix (Service, promotion of the business, place of business, price, customers and competition)
- The Financial Plan involving forecasts of sales, budget, cash flow and profitability
- Capacity/Resource Planning

Evolving a Business Plan that shows the strategic goal of an enterprise should be the end of a pre

start-up phase. The women should be explained that the derived business plan is neither final nor definite and would keep evolving through the lifetime of the business. The business plan would be a tool through which the Women Entrepreneur can tap her progress on daily basis and figure out if any change is required at any stage.

The various organizations providing the pre start-up assistance should help the women in teaching good presentation skills required for the effective presentation of their business plan. The women should be provided with a platform to rehearse their presentation in front of various audiences. This practice would help the Women Entrepreneur to improve their skills and reflect a positive image of Women Entrepreneurship.

#### During Start-up Phase:

The '*during start-up phase*' starts with consolidation of the Business Plan. Business plan should be considered as a working document which would constantly be updated and modified throughout the life-span of the business. The '*during start-up phase*' should usually be short and end with actual launch of the business. There should be supportive infrastructure like business incubators that would help in shortening the time to launch the business which would make the process more efficient and easier for the individual women entrepreneur. This phase should include training methodologies towards individual counseling, guidance, highly focused training and updating, improving and initial implementation of a marketing strategy.

This phase can begin with consolidation of the business plan, where in the first step should be screening and revising the business plan with

the progress made by the women entrepreneur. The women entrepreneur should be taught to do a self assessment on the following parameters;

- Whether the financial feasibility is sufficiently convincing
- What are latest figures for investment and running cost?
- Prediction of balance sheet for the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> year of the business
- Realistic assumptions towards productivity, pricing and costing, market share and cash flow
- Variance in development of business as per the best and worst case scenario
- Does the business idea have potential to point to progress and success without overestimation?
- Confidence of the business plan to withstand the scrutiny of bankers and public authorities

There should be projects in this stage that gives an opportunity to the women entrepreneur to test her business plan in safe environment. This should be carried in front of the audience which can be the group of women participating in the enterprise training program. There should be group screening done through personal support and networking which can result in constructive feedback on the viability of the business plan and the woman's presentation. There can be project staff, advisors and industry experts allocated to each woman associated with the program to a second level of screening.

Consolidation of business plan can be followed by operational planning. Before launching the business an efficient planning is vital during the days, months and weeks. Operational plan can be an efficient tool in keeping track towards the tasks and activities that need to be completed. The operational plan will include the following parameters

- » Commercial and insurance contracts
- » Book-keeping
- » Company name
- » Logo and stationery
- » Public relations and advertising
- » Budget for the launch

The Women Entrepreneurs should be taught to be open to new information and situation that could potentially modify her original plan. Projects at this stage would help the women entrepreneur to derive on their operational objective and set a precise time frame. Marketing activities should be considered an important part of the operational plan and must be planned well in advance before the launch. There should be projects that would provide access to internet to women entrepreneurs until they have their own set-up. There should be an organization that would help the women entrepreneurs to make leaflets for direct mailing or to design lay-out brochures and PR material. The organizations should have a direct contact with media to establish a successful marketing strategy. The organization should be in a position to provide support for legal and administrative procedures to the women entrepreneurs.

The '*during start-up phase*' ends with the launch of the business. The launch of the business is considered to be an important event for the women entrepreneur. The business launch will be the final point and the goals of the list of parameters considered in the '*during start-up phase*'. There should be local and regional press involved bringing the awareness of business of the women entrepreneur. The launch should be well planned and along with the press, key personnel from banks, chamber of commerce, equality bodies, local authorities and

development agencies should be invited to the launch. This move would help to create and consolidate a favorable environment for Women Entrepreneurship.

#### After start-up phase

It is a fact that business need to develop and adapt for survival. Business growth can be defined as the development and evolution of business over time. Any business can be potentially affected by external factors which are; customer demand, competition, technological change and new regulations. The organization should be capable to train the women entrepreneurs to consistently review their business environment and have a strategy for growth. The strategy should teach the women entrepreneurs to manage change in a proper way to achieve maximum benefit for themselves and their business. There should be supporting organizations that shall help the women entrepreneur in recognizing the need for growth before the problems arise. An entrepreneur should have a clear picture of their performance as well as their business growth to build up the strategy plan accordingly. The supporting organizations shall provide valuable expertise or help with the evaluation that may help the women entrepreneur in achieving their planned business objectives. The training methods of learning during this phase should be effective and appropriate. The training should cover the fundamentals aspects of running a business, identify the risks involved & realize self potential to overcome the problems. A marketing plan consists of the strategies and devices that are used to communicate with the targeted audience. The supporting agencies should help the women entrepreneur in frequently monitoring the marketing strategy & inspire to create a fresh approach to market their products. The internet or information technology acts as an essential tool for running & valuing a business. The benefits of internet include a swift way of communication

to collaborate globally irrespective of locations, ease access to the wide range of information, marketing, banking etc. An entrepreneur usually seeks an expert advice and guidance in regards with their business growth. The right mentor could be a valuable asset for the business — a source of expertise, experience and support. Mentoring provides a fresh perspective on developing & improving the business, ideas for new products, access to network of contacts besides developing the business & personal skills. An experienced professional body or institution can offer the valuable expertise to the entrepreneur for a sustainable growth.

The SAWES Project team would also like to suggest few ways to develop and increase the role of Women Entrepreneurs, which are;

- Considering women as specific target group for all developmental programs
- Better education facilities and schemes for Women Entrepreneurs should be offered by government
- Adequate training programs on management skills to be provided to women community
- Encourage women's participation in decision-making
- Vocational training to be provided to women entrepreneurs enabling them to understand the production process and production management
- Better Infrastructure
- Personality development courses
- Business development training programs
- Access to finance
- Appropriate networking opportunities
- Supportive Environment from business community



# Summary & Feedback



## Summary

Bombay Chamber of Commerce & Industry intended to measure the success of the SAWES Project in reference with the Knowledge Gained and Trade Links established by each Brand in Domestic and International Market. The New Concept implemented by the Chamber revolved around the pivotal objectives that were stated as per the Initial Concept. The intention behind scheduling training session on various topics like; Finance, Factoring, Information Technology, Logistics & Transportation and Excise & Customs was to give the relevant current knowledge to Women Entrepreneurs in order to strengthen their organizational capabilities. The Women Entrepreneurs did appreciate every session and certain session like Information Technology did help the Women Entrepreneurs to understand the significance of e-Commerce applications and its benefits. The Women Entrepreneurs associated with the SAWES Project were from Ready-Made-Garment and Home Furnishing Sectors of Textile Industry of Mumbai. Both the sectors can be related to Fashion & Lifestyle. Fashion & Lifestyle are dynamic fields that keep changing from time to time. The Chamber felt it relevant for the Women Entrepreneurs to attend a show domestically where they would get the relevant knowledge in regards to Fashion & Lifestyle. All the Women Entrepreneurs were established in the domestic market and their

brands were known in the domestic market. The team of Women Entrepreneurs attended the India Fashion Forum - Mumbai in order to gain the required knowledge in reference with Sourcing and Importing, ways of Marketing using various platforms, Designer Inputs and Retailing. The Chamber, during its research for the Convention Day held in September 2014, through the Ministry of Textiles Report 2013-14 figured out that in reference to Ready-Made-Garment Exports UAE ranked 2nd. In reference with establishing trade links in International market, the Chamber felt it relevant to attend the International Textile Fair scheduled in Dubai, UAE. This was the 1st opportunity for the Women Entrepreneurs to exhibit their products in International Market. The main intention for this participation was to bring awareness of the products in the UAE market. With the participation in the trade fair, the Chamber along with its supporting organization SA.ME also scheduled various visits and meets with Regional Buyers / Traders from the UAE Market. The Women Entrepreneurs also got an opportunity to attend the Fashion Revolution Day – Dubai which gave them the initial support to bring their Brand awareness in the New Market.

Feedback from Every Women Entrepreneur has been incorporated in the Annexure Section of this Report.

## Feedback from the Women Entrepreneurs

### SA.ME Feedback

Bombay Chamber of Commerce & Industry appreciates the effort and time invested by SA.ME to help the Team of Women Entrepreneurs, associated with the SAWES Project, for the Dubai Visit. The inputs from SA.ME have helped the Team in Creating Individual Brand in regards to Identity, Planning and Strategy. SA.ME has also helped the Team in Product Edit, Marketing Plan and developing Media Collateral.

1. SA.ME has interacted with SAWES Teams we would like team member Akhilesh to inform on the involvement and the value addition by SA.ME to the SAWES Project.

SA.ME has shown keen interest in associating itself with the SAWES Project since September 2014. In regards with Value Addition, SA.ME has helped the Project Team to realize the importance of balancing both Fashion & Design together to create Winning Situations while penetrating in the Unknown Market

2. What is the scope of the engagement between SA.ME and Bombay Chamber of Commerce & Industry?

Bombay Chamber of Commerce & Industry would definitely consider associating with SA.ME in regards with any further Textile

related Projects are undertaken by the Chamber specific to South Asia Region.

3. How was your experience interacting with SA.ME's team member Soniya Kirpalani?

Great, Fruitful, Informative Ms. Kirpalani has proved a great help in regards with Middle East Market Knowledge to the Women Entrepreneurs associated with the SAWES Project.

4. How has SA.ME's s engagement enhanced SAWES's understanding of the new market?

SA.ME has been a virtual eye for the SAWES Team to prepare ourselves for the International Exposure. SA.ME has helped the Project by bringing the Awareness of Each Brand through the Media Release published in the Tel-life April 2015 edition.

5. How was SA.ME able to assist in building the brands of the Women Entrepreneur associated with the SAWES Project?

SA.ME associating with the SAWES Project has benefited the Women Entrepreneurs to create individual Brand Identity. Below stated are the feedback received from Each Brand associated with the SAWES Project.

I Wear Me has always considered itself as a strong design led brand and each of our collection reflects the same. The fashion tag was somewhere there in a sub-conscious mind. However this now has changed and we realize the importance of balancing both fashion and design together to create winning collections. The interactions have definitely helped us articulate the brand story in a crisper and more meaningful way that also makes sense for our target audiences. The interaction has also helped us understand the export market and the pros and cons of competing in these markets. What are other countries doing on the same product lines, costs and how we can win over them was an important pointers shared.

- Mrs. Hina Palkar,  
Founder & MD, I Wear Me

Thanks to Ms. Soniya Kirpalani for spending some time to understand about my brand and help to portray it in better way. What I understand of Brand building from Ms. Soniya was to present it in a more modern way and to have a clear and precise objective from Brand perspective. This initial stage in brand building is defining my brand. These steps ultimately determine what my brand truly stands for. When defining my business brand, I should create a checklist of its core strengths. On the same token, I also need to know what my brand stands for and what is important for it. Including its target audience and existing buyers.

- Mrs. Munira Gheewala,  
MD, Nallu Collection

Trishiz is a brand associated with opulence, style and great craftsmanship in home furnishing. While retaining the inherent brand qualities the engagement with SA.ME helped me restructure my product category in order to serve the Dubai market. I was given useful tips and feedback on my products, color schemes, general trends of Middle East and price points, thus making me more prepared and confident to deal with buyers I will meet during the ITF and other meeting organized by Bombay Chamber and SA.ME.

- Mrs. Meena Ganeriwal  
MD, Trishiz

Shor Sharaba is a fun, vibrant and a distinct brand that is well-noticed and very popular with its target audience. The kitsch and quirky thought process is adapted very well across its 3 broad product categories – Home Accessories, Gadget Accessories and Personal Accessories. During our interaction with SA.ME we received useful feedback on our product range on various dimensions like quality and pricing. We further were given direction on the specific products that will do well in the UAE market. SA.ME threw light on the certain line of designs that will be well received too! We were encouraged to represent Indianess in our designs versus retro and international appeal.

- Mrs. Trisha Jhaver / Ms. Rasshi Ganeriwal –  
Managing Director, Shor Sharaba



SA.ME mentored me in restructuring my product presentation. Ms. Soniya Kirpalani has given me clarity on my designs, fabric selection and color choice for the season. She helped me pen my story and my product description. In particular, she helped me focus on my strengths of design and organic fabric and mineral dyes. Guiding me to package and present it to a larger platform. I got input regarding my product Tags and the write ups. Most importantly I was guided on brand presentation. This experience of being mentored by Soniya has been an enlightening for me. I am solo-preneur and this tie up has given me the courage to strive forward with an entirely new outlook. I sincerely thank SAWES for giving me this opportunity.

- Mrs. Shailaja Salian,  
MD, lishtart



6. What are the further expectations by SAWES from [SA.ME](#)?

It would be great if [SA.ME](#) would help SAWES Project Team in:

- a) Scheduling productive meetings with Buyers / Retailers / Distributors of Dubai Market during the SAWES Team's visit to Dubai
- b) Opportunity to surface areas of Common Interest and Challenges
- c) Exposure in Middle East Market Trends of Textile Sector
- d) Better understanding between Trade Communities and Price Points of the Middle East Market
- e) Explore Market Linkages for Associated WomenEntrepreneurs
- f) Initiate Business Trade links & Tie-ups with Middle East Region



## SAWES Team Dubai Visit Questionnaire

Brand Name - *I Wear Me*  
 Name - *Mrs. Hina Palkar*  
 Designation - *Founder / Mg. Director*

Aim / Objective of Dubai Visit - Brand Awareness in Middle East Market  
 - Meet Relevant Distributors in Middle East Market

Types of Products - Organic, Ethical, Fair-trade, Sustainable, Earth Friendly Clothing for Men, Women & Kids

Price Points per Product (in USD) - 5 USD onwards

2014 Annual Production (in Units) - 10,000 pieces

2014 Annual turnover (in USD) - 55,555 USD

Readiness for Exports- Yes

Expected Orders for Exports - Minimum 500 pieces

Target Market - Middle East Market

Target Audience - Stores Owners, Individual Fashion Designers, Individual Brands

Authorized Signatory: 

Brand Name - *lishtart*  
 Name - *Mrs. Shailaja Salian*  
 Designation - *Owner / Mg. Director*

Aim / Objective of Dubai Visit - To increase my international Exposure  
 - Meet retailers, to sell my products outside my established market

Types of Products - lishtart is a bespoke handcrafted organic product, The brands core essence is to showcase the traditional Indian ancient handcrafted techniques used by artisans. We use mal-mal ERI Silk and Viscose to make Shaylas, Foulards and Scarf's and Wraps

Price Points per Product (in USD) - Varies from design to design

2014 Annual - 1500

2014 Annual turnover (in USD) - USD 25,000

Readiness for Exports- Yes

Expected Orders for Exports - Minimum 200 pieces

Target Market - National & International

Target Audience - Audience that would understand the value of organic products

Authorized Signatory: 

Brand Name - *Nallu Collection*  
 Name - *Mrs. Munira Gheewala*  
 Designation - *Managing Director*

Aim / Objective of Dubai Visit - Make Contacts for future Export

Types of Products - Affordable designer ensemble, Arabic Abhayas, Kaftans, Indian Designer Outfit and many more

Price Points per Product (in USD) - From 25 USD up to 1000USD

2014 Annual Production (in Units) - We are into trading and production is our future planning

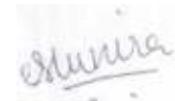
2014 Annual turnover (in USD) - 1,150,000 USD

Readiness for Exports- Yes

Expected Orders for Exports - Arabic Wear, Abhayas, Indian Ethnic Gown, Kaftans

Target Market - Middle East Market

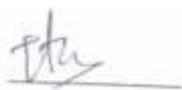
Target Audience - Stores Owners, Boutique Owner, Wholesale Buyers

Authorized Signatory: 

Brand Name	- <i>Shor Sharaba</i>
Name	- <i>Mrs. Trisha Jhaver</i> <i>Mrs. Rasshi Ganeriwal</i>
Designation	- <i>Co-Founders / Mg. Directors</i>

- Aim / Objective of Dubai Visit
- To set up distribution channel
  - To connect with boutiques, shops for gifting
  - To meet buyers from around the globe
  - To connect with industries who deal corporate gifting
- Types of Products
- Gadget Accessories, Home Accessories, Personal Accessories
- Price Points per Product (in USD)
- Average Range - USD 10 to USD 40
- 2014 Annual Production (in Units)
- -
- 2014 Annual turnover (in USD)
- USD 2,50,000
- Readiness for Exports-
- Totally geared up, Increasing Production Capacity, Creating Designs region specific
- Expected Orders for Exports
- USD 80,000 - 1st Year
- Target Market
- Entertainment Industry, Fashion Industry
- Target Audience
- Young Happy People who are fashion concern and want to be noticed age 16 to 40 years

Authorized Signatory:



Brand Name	- <i>Trishiz</i>
Name	- <i>Mrs. Meena Ganeriwal</i>
Designation	- <i>Proprietor</i>

- Aim / Objective of Dubai Visit
- To showcase my products in Dubai and Middle East Market
- Types of Products
- Home Furnishing (bed covers, cushion covers, throws, bed cover sets and curtains)
- Price Points per Product (in USD)
- Cushion Covers - USD 8 to USD 23 per piece
  - Bed Covers Set - USD 210 to USD 385 per set
  - Throws - USD 42 to USD 72 per piece
- 2014 Annual Production (in Units)
- Variable
- 2014 Annual turnover (in USD)
- USD 13000 approx.
- Readiness for Exports-
- Ready Gradually
- Expected Orders for Exports
- Waiting
- Target Market
- UAE, Europe and USA
- Target Audience
- Personalized Client, Interior Designers, Stores and E-Commerce Websites

Authorized Signatory:



## Feedback Forms

Name : Hina Palkar  
Designation : Director  
Organization : I Wear Me Fashions Pvt.ltd.

- 1) What is your overall impression on the topics tackled in seminar?  
- *It was great!*
- 2) Were the topics relevant to you?  
- *Yes!*
- 3) How useful was the information presented at the event?  
- *Quite useful*
- 4) How much have your skills improved because of the sessions at the event?  
- *Helped me to brush-up my knowledge about fashion industry*
- 5) Did it prove beneficial for your participation in International Textile Fair 2015, Dubai? If yes, how?  
- *IFF was focused in Indian Market and over all fashion industry, which was very good. At ITF we exhibited what we were already doing.*
- 6) Any other comments?  
- *It was great event, would be attending next year as well.*



Name : Shailaja Salian  
Designation : Owner  
Organization : Iishtart

- 1) What is your overall impression on the topics tackled in seminar?  
- *Some of the topics were informative, useful and precise.*

- 2) Were the topics relevant to you?  
- *The current fashions, the colors of the coming season and Brand building*
- 3) How useful was the information presented at the event?  
- *Not all the information presented was useful. But yes, having said that, there were some talk which gave a lot of insight in how to think of the current trends or how to work towards having a luxury brand and how feasible it is.*
- 4) How much have your skills improved because of the sessions at the event?  
- *I won't say that it has shown any immediate improvement but it has given it has touched a lot of thought provoking issues.*
- 5) Did it prove beneficial for your participation in International Textile Fair 2015, Dubai? If yes, how?  
- *To some extent yes, it was beneficial. It helped me package and present my brand and product that I intended to showcase in the IFT Dubai, with a different perspective.*
- 6) Any other comments?  
- *I need to thank the Chambers and SAWES for all the support and opportunities given to me.*  
- *I earnestly hope and request that I am given such training and learning opportunities in the future too.*



Name : Mrs. Munira Gheewala

Designation : Managing Director

Organization : NalluCollection

- 1) What is your overall impression on the topics tackled in seminar?
  - *Engaging and Very Informative, Good for Networking*
- 2) Were the topics relevant to you?
  - *Online reselling & Market Place*
- 3) How useful was the information presented at the event?
  - *It was good if we decide to move to a new market and very informative about the sourcing*
- 4) How much have your skills improved because of the sessions at the event?
  - *Need more information and networking to make productive*
- 5) Did it prove beneficial for your participation in International Textile Fair 2015, Dubai? If yes, how?
  - *Yes, prospective to enter GCC outside market, potential export order, engaging with the new designers and design houses, networking and experience*
- 6) Any other comments?



Name : Meena Ganeriwal

Designation : Proprietor

Organization : Trishiiz

- 1) What is your overall impression on the topics tackled in seminar?
  - *It had more emphasis on online marketing & sales. There were good speakers on a variety of topics related to fashion. A lot of information was gathered*
- 2) Were the topics relevant to you?
  - *Yes a few*
- 3) How useful was the information presented at the event?
  - *Quiet good*
- 4) How much have your skills improved because of the sessions at the event?
  - *A lot of awareness was created*
- 5) Did it prove beneficial for your participation in International Textile Fair 2015, Dubai? If yes, how?
  - *It was a very good exposure of the company. A lot of awareness was created. We had a lot of appreciation. Many people saw the products and gave us an honest opinion. We now understand where we were good and where we need some kind of improvement. Indian products have a lot of demand in the global market so this was a stepping stone. The chamber will surely help us if need be.*
- 6) Any other comments?
  - *Thank you Asia Foundation for sincerely creating this kind of encouragement for the women entrepreneurs. Thank you BCCI for supporting and continuing to do so in future.*



## Stake-Holders Feedback

Bombay Chamber of Commerce & Industry along with its Supporting Organization SA.ME had scheduled various meetings and visits for the SAWES Team during the Dubai Visit. It would be great if you could give your opinion, feedbacks, reviews, learning's, etc. gained through those meetings and visits.

The desired feedback would be in the order of the meetings / visits that were organized for the SAWES Team, which are as follows;

### I Wear Me - Mrs. Hina Palkar

April 23, 2015 : [Mr. Shahzad Haider](#)  
[Fashion Group Arabia](#)

#### *Feedback*

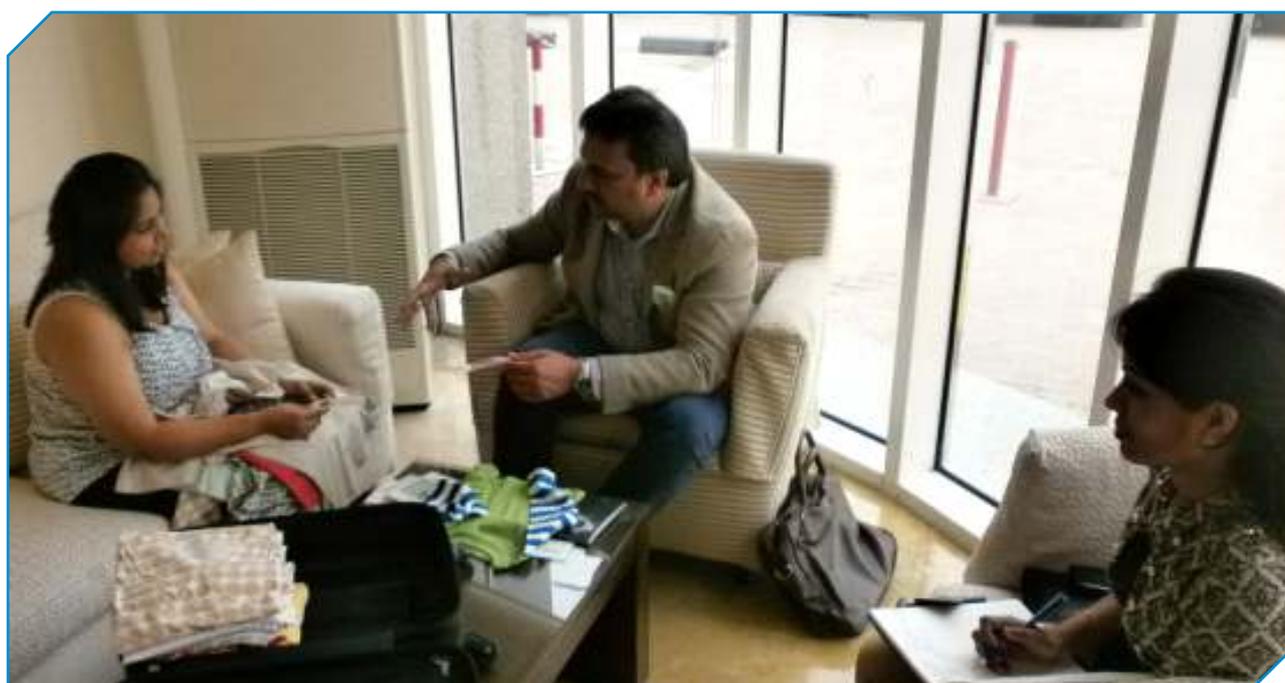
It was great meeting Mr. Shazad Haider from Fashion Arabia. The key takeaways of the meeting were on the discussion about how can I take I Wear Me to global retail. His reviews on my products were upfront and honest where he suggested me to improve and innovate on designs and increase product portfolio. He was also of the opinion that my brand should choose market according to my strength: for e.g. Organic & Sustainable clothing is widely accepted in the European and USA markets than markets in

Dubai and Indian subcontinent. Hence I should focus on scaling retail in European countries.

On the branding front he really liked the brand name and also appreciated the fact that the brand stems from the creative genes.

#### *Learning*

- » Improve on products
- » Explore markets that accepts organic and sustainable clothing like the EU and USA
- » Improve on brand presence and experience



April 23, 2015 : [Ms. Alia Khan](#)  
[Islamic Fashion Design Council](#)  
[Mr. Rashid Ali](#)  
[Amato Couture](#)

#### *Feedback*

The above meeting was brief and not very interactive. Mr. Rashid was opinion less throughout the meeting. Being a fashion designer I would have liked him to speak about some aspects of fashion and brand experience and also on how Dubai has evolved as a fashion market.

My interaction with Ms. Alia was short too but good. She liked the fabrics that I work with and also appreciated the quality. She also suggested exploring designing Sheylas for Dubai market from organic cotton. She ended the discussion by applauding the use of eco-friendly, sustainable and organic textiles for fashion. Ms. Alia also assured that she would extend any inquires that she may get for manufacturing Sheylas.

#### *Learning*

Explore different products for Dubai fashion market: e.g. Sheylas, Hijaab, etc.



April 24, 2015 : [Fashion Revolution Day – Impact Hub, Dubai](#)

#### *Feedback*

The highpoint of the Dubai visit was participation in Fashion Revolution Day. This experience was by itself was the best part of the Dubai

programme. Met like-minded industry professionals and explored how we can grow sustainable fashion together. The discussion and lectures at the event were great and a boost in confidence. Networked with key professionals with whom I can do business with. Majority of attendees appreciated our products and some also promised to do business with us.

#### *Learning*

- » Helped me understand where Dubai actually stands on consuming sustainable clothing
- » Hands full of people are aware of sustainability in fashion and there is need to educate and promote the same to bring more brands on the board.



April 25, 2015 : [Ms. Heena Husain](#)  
[Aara Fashions](#)  
[Ms. Naima, Label 24](#)  
[Ms. Atinirmal Pagarani,](#)  
[Vesimi](#)

#### *Feedback*

The meetings lined up by SA.ME were good in terms of understanding the Dubai Market trend and designs.

#### *Learning*

The visited boutiques were not ideal place to have my products showcased.



April 26 & 27, 2015 : [International Textile Fair](#)

*Feedback*

It was a great platform to interact with diverse fashion industry professionals right from designers, manufacturers and retailers from Dubai and other parts of the world. The event did not see huge crowds but was fruitful to the extent that it did assure some leads. Personally the event helped me networked with potential buyers and also helped me understand the international requirements



April 27, 2015 : [Mr. Steven D'Souza / Ms. Ratna Mitra](#)  
[Splash - LANDMARK Retail](#)

*Feedback*

It was a disappointing meeting and Ms Ratna Mitra came across as very narrow in thoughts. Personally I felt as one of the largest brand marketing company they have the power to bring change in the fashion industry and instead of boasting about relations between them and other big companies I would have really appreciated if she represented her group in a positive way and use the same power to boost small and medium start-ups and give them a chance to revolutionize the fashion industry.



## lishtart - Mrs. Shailaja Salian

April 23, 2015 : [Mr. Shahzad Haider](#)  
[Fashion Group Arabia](#)

### *Feedback*

Mr. Shahzad Haider was pleased to feel my products. He was eager to introduce me to some buyers from UK & Italy. He was impressed that I was the only prepared Textile & Fashion Designer.

### *Learning*

Mr. Haider made me realize that lishtart has potential in European and US Markets as these markets are starting to appreciate organic and traditional products.



April 23, 2015 : [Ms. Alia Khan](#)  
[Islamic Fashion Design Council](#)  
[Mr. Rashid Ali](#)  
[Amato Couture](#)

### *Feedback*

Mr. Rashid Ali was no contact to me and my products. Ms. Alia Khan was the person who approved of my only products 'Shaylas'. She encouraged me by introducing me to Hijab Clinic – Maha. Ms. Khan selected Hijabs / Shaylas designed by me for her tutorials at the Trend Section in International Textile Fair, Dubai 2015.

### *Learning*

My stay in the Gulf helped me to understand the pain points of the women using Hijabs & Shaylas. Keeping that in mind I have designed my products to be displayed at the International Textile Fair, Dubai – 2015, which were well appreciated by Ms. Khan & Maha. I have to work upon my Islamic Motifs.



April 24, 2015 : [Fashion Revolution Day Impact Hub, Dubai](#)

*Feedback*

This was an amazing experience. I got to meet some very interesting people & got an opportunity to hear some success stories. Djana from Sharjah University was extremely impressed by my products. She appreciated the ERI Silk also known as Ahimsa Silk. Djana invited me to her university to have an interaction with her designer students in regards with information sharing. We managed to visit the Sharjah University and it was an amazing experience.

*Learning*

I personally understood the level of awareness for recycling, especially plastic products. With an experience of staying in the Gulf for 25 years, I always wondered ways to recycle plastic and there are many success stories today.



Mrs. Shailaja Salian with Ms. Rabia Z & Ms. Soniya Kirpalani



April 25, 2015 : [Ms. Heena Husain Aara Fashions](#)  
[Ms. Naima, Label 24](#)  
[Mr. Atinirmal Pagarani Vesimi](#)

*Feedback*

lishtart being a bespoke product, I would not want to start bulk production for which the visited boutiques won't be any help to me.

*Learning*

Current Trends of Fashion Industry of Dubai



April 26 & 27, 2015 : [International Textile Fair](#)

*Feedback*

The two days at International Textile Fair, Dubai was very interactive. There were many visitors and a lot on enquiries. Many visitors had specific requirements. It was my 1<sup>st</sup> B2B participation. I got a lot to interact and understand a different market and potential buyers.



April 27, 2015 : [Mr. Steven D'Souza / Ms. Ratna Mitra](#)  
[Splash - LANDMARK Retail](#)

*Feedback*

Meeting was good but I don't see any potential for me with LandMark Group. The reason being, lishtart deals in bespoke products and not bulk production.

*Learning*

It would be good if I get my products certified for their quality to trade in International Market wherein big retail giants need the QC for the products.



## Nallu Collection - Mrs. Munira Gheewala

April 27, 2015 : [Mr. Shahzad Haider](#)  
[Fashion Group Arabia](#)

### *Feedback*

Mr. Shahzad Haider was more interested in the Western Wear like tops, dresses and outfits. Nallu Collection is more involved into Ethnic Wear like traditional dresses, sarees, designer wear, bridal collection and many more. Nallu Collection is definitely considering launching western outfit brand as their secondary motto and the planning towards the same is already in process.

### *Learning*

We upgraded our knowledge through information shared by Mr. Haider. Interaction with him helped me to clear our doubts in regards with our business strategy. Mr. Haider informed me that Nallu Collection has a potential in Sunset Jumeira and Galleria Jumeira for future growth.



April 23, 2015 : [Ms. Alia Khan](#)  
[Islamic Fashion Design Council](#)  
[Mr. Rashid Ali](#)  
[Amato Couture](#)

### *Feedback*

Nallu Collection trades in High End Islamic Ethnic wear, for which meeting with Ms. Alia Khan turned to be fruitful. Various products of Nallu Collection like; Abhayas, Kaftan, Printed Kaftan, Designer Kaftan, Moroccan Kaftan were appreciated by Ms. Khan. Nallu Collection would definitely be in touch with Ms. Alia Khan to understand the trends and designs of Islamic Culture in Middle East which tend to change on regular basis.

Meeting with Amato Couture made me realize that Nallu Collection sees no potential link up as both brands cater to different product category.

### *Learning*

Meeting both the individuals was fruitful as it gave us the required information to establish the brand in a New Market. I definitely would be in touch with both of them to make sure Nallu Collection is updated with the UAE and Middle East Market.



April 24, 2015 : [Fashion Revolution Day - Impact Hub, Dubai](#)

### *Feedback*

The event was a very delightful one. This was the 1st time that I had attended an event which actually valued the artisans and workers in a textile manufacturing company. All the information and knowledge shared was passed on in a very subtle way.

### *Learning*

Value the Human Resources

April 25, 2015 : [Ms. Heena Husain](#)  
[Aara Fashions](#)  
[Ms. Naima, Label 24](#)

#### *Feedback*

Visit to both the boutiques was beneficial for Nallu Collection. The visit made me realize that both the boutiques catered to a variety of high end customized designer wears for Women. Looking at the displayed ethnic garments, I felt that Nallu Collection has a potential to showcase its products at both the boutiques.

#### *Learning*

Nallu Collection is keen on establishing trade links with both the boutiques. On the basis of the visit, I now understand that Nallu Collection can adapt a strategy that would differentiate its products on the basis of price, fabric, quantity and quality.

April 26 & 27, 2015 : [International Textile Fair](#)

#### *Feedback*

Exposure at International Textile Fair was indeed a good opportunity for Nallu Collection to bring the brand awareness in Dubai Market. The show had footfalls that were relevant to kind of business leads Nallu Collection was expecting. The bouquet of visitors consisted of shop owners, boutiques owners, regional buyers and wholesale traders.

#### *Learning*

Market Knowledge, Fashion Trend, product development as per the demand, understanding steps required to penetrate and be established in a new market.



*Mrs. Munira Gheewala with Ms. Maha Khalid - Hijab Clinic, UAE*



*Mrs. Munira Gheewala with Mr. Rajesh Sajjani - RVS Group, UAE*



## Shor Sharaba - Mrs. Trisha Jhaver / Ms. Rasshi Ganeriwal

April 23, 2015 : [Mr. Shahzad Haider](#)  
[Fashion Group Arabia](#)

### *Feedback*

Mr. Haider appreciated the products of Shor Sharaba and felt that each product had a strong characteristic which boosted our confidence. He felt that Shor Sharaba products had a great potential in Saudi Arabia Market.

### *Learning*

- Good Future in International Markets.
- Extra Encouragement



April 23, 2015 : [Ms. Alia Khan](#)  
[Islamic Fashion Design Council](#)  
[Mr. Rashid Ali](#)  
[Amato Couture](#)

### *Feedback*

Both of them appreciated our products. They made us realize that the current designs of our products would work well in Indian markets and advised the changes required to establish in UAE and Middle East Market.

### *Learning*

Product Development in every aspect, using pure leather instead of faux leather, boost in confidence level.



April 24, 2015 : [Fashion Revolution Day - Impact Hub, Dubai](#)

*Feedback*

Shor Sharaba was well appreciated for its innovative products and design.

*Learning*

Shor Sharaba products are well priced and affordable to buy.



April 25, 2015 : [Ms. Heena Husain Aara Fashions](#)  
[Ms. Naima, Label 24](#)  
[Mr. Atinirmal Pagarani, Vesimi](#)

*Feedback*

Shor Sharaba is in thinking process to have a trunk show at Aara Fashions as all our products were well appreciated. Mixed response from Label 24 & Vesimi made us realize that we can work on new products which could be as per the UAE & Middle East motifs.

*Learning*

Product Development as per Dubai Quirk & Life.



Ms. Rasshi Ganeriwal with Mr. Rajesh Sajnani - RVS Group, UAE



April 26 & 27, 2015 : [International Textile Fair](#)

*Feedback*

Shor Sharaba experienced an overwhelming response on both the days. There was curiosity for all the products of Shor Sharaba and the visitors were ready to buy the products off the shelf.

*Learning*

Understanding the design are favored by UAE and Middle East Market.



April 27, 2015 : [Mr. Steven D'Souza / Ms. Ratna Mitra](#)  
[Splash - LANDMARK Retail](#)

*Feedback*

Since Shor Sharaba deals in handmade products meeting with LandMark did not prove beneficial. It is difficult for handmade products to sustain in lifestyle chain.

*Learning*

It would be great if we have Quality Check certificates for all our products which would not cause any obstacle in long term trading.



Ms. Rasshi Ganeriwal with Ms. Alia Khan - IFDC, UAE



## Trishiz - Mrs. Meena Ganeriwal

April 23, 2015 : [Mr. Shahzad Haider](#)  
[Fashion Group Arabia](#)

### *Feedback*

We met Mr. Shahzad Haider on the 23<sup>rd</sup> Morning, it was a good meeting. Mr. Haider was very much aware of the market towards my products. He gave a good insight about the most appropriate ways of marketing my products. The products were appreciated specifically in regards with finishing, color combination and the designs of the cushion covers. Mr. Haider stated that Saudi Arabia Market will be an ideal market for my products.

### *Learning*

Confidence and Honesty



April 23, 2015 : [Ms. Alia Khan](#)  
[Islamic Fashion Design Council](#)  
[Mr. Rashid Ali](#)  
[Amato Couture](#)

### *Feedback*

Ms. Alia Khan was an extremely warm & friendly person. She emitted positive vibes and loved the products I dealt in.

Mr. Rashid Ali from Amato Couture was a keen observer and understood the products well.

### *Learning*

Ms. Khan helped me in learning the Fashion Industry of Dubai Market and its importance. She encouraged me in regards with my business.

Mr. Ali asked me to send some samples as he is keen on working with me.



April 24, 2015 : [Fashion Revolution Day - Impact Hub, Dubai](#)

*Feedback*

We got an opportunity to meet some very encouraging and highly influential people at the Fashion Revolution Day. They were very passionate about their work in Fashion Industry. We got a chance to meet very committed, soft-spoken and knowledgeable individuals at the event.

*Learning*

How to be Focused, updated with trends and how to be warm and giving.



April 25, 2015 : [Ms. Heena Husain](#)  
[Aara Fashions](#)  
[Ms. Naima, Label 24](#)  
[Mr. Atinirmal Pagarani, Vesimi](#)

*Feedback*

All the boutiques are high end fashion store; they will give us an ideal opportunity to display my products.

*Learning*

Dealing in Home Furnishing Products, I learnt that my products would not fit in the ambience with trendy fashion products.



Mrs. Meena Ganeriwal with Ms. Yara Farhat - Old Souk, Lebanon



April 26 & 27, 2015: [International Textile Fair](#)

*Feedback*

My experience at the exhibition was very good. I had an opportunity to meet a lot of people from textiles and fashion industry. I felt a sigh of relief that my products were liked and appreciated for the finishing and fabrics. All my products being handmade were well appreciated. It was very difficult to convince the people met from different parts of the world that the cushions are crafted by human hands.

*Learning*

The exhibition was very encouraging, appreciable and I was happy to learn that my products were well appreciated by the visitors.. I learnt from this whole experience that India can produce products in par with the world. We need more jobs for the people and there is nothing in the world impossible. I sincerely hope that people in the UAE will give me an opportunity to prove my point.



### *Bombay Chamber Core Group*

Mrs. Neera Saggi  
Chairperson  
'FemPower' – Bombay Chamber

Mr. Vikas Gadre  
Director General

Mr. Pran Daniel  
Joint Director

Dr. Sugeeta Upadhyay  
Assistant Director

Mr. Akhilesh Dalvi  
Project Manager – SAWES

Ms. Sudha Balachandran  
Project Assistant – SAWES

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Vermillion Capital Advisors Pvt. Ltd

Mrs. Sheena Unnikrishnan  
Sr. Vice President  
MindCraft Software Pvt. Ltd.

Mr. Ravi Valecha  
Head – Product Mgmt. & Network  
India Factoring & Soln. Pvt. Ltd

Mr. Sohel Kazani  
Managing Director  
Interport Impex Pvt. Ltd

Mr. Anurag Gupta  
Founder  
Profound Consulting Pvt. Ltd



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