

PRESIDENT : START UP COUNCIL : LAVEENA LAITONJAM



Founder of out of the box business Rent An Attire , Ms . Laveena Laitonjam is an HR professional turned Entrepreneur.

Laveena has over 18 years of progressive experience in managing and leading various aspects of Human Resources and operations spanning across high paced business domains of IT. Having led multiple teams in Talent Acquisition and Learning & development during her corporate career, She switched gears to run her own venture “Rent An Attire” which is disrupting the current market. Through her unique concept she is also spreading awareness about #sustainableliving.

She started her professional career as an HR Executive & was associated with renowned IT companies such as Zensar Technologies and Persistent Systems.

She founded Rent an Attire in 2015, which has been recognized as an **“Innovative Fashion Rental Start up”** and **“Top Ten Best Online Rental Startup in 2019 by Silicon India Startup City”**.

Laveena believes in taking actions and her mantra is “ Don’t stagnate , Innovate”

Laveena is an avid traveler and animal lover. She is also very active in supporting animal rescue centers.

VICE PRESIDENT : START UP COUNCIL : DEEKSHA AHUJA

Deeksha comes with 8 years of experience across Ed-tech, Food-tech, Beauty-tech, Media-tech and Healthcare tech.

She has always been driven, energetic & passionate about creating value through the work she does at any stage of her life; and that's what inspires her to do all that she does.

Deeksha believes that each one of us has been destined to achieve something truly unique; her mission is to drive diversity through entrepreneurship. Ever since her college days, she had been fascinated by startups and the impact that they can create for the better.

An entrepreneur at heart, Deeksha translated that love for entrepreneurship into a venture that she Co-founded 7 years back.

Deeksha co-founded a venture called Cedarwood in the edtech space back in 2013,, which is a platform that enables parents to discover courses inspired by 21st century skills for their children.

Today, Cedarwood boasts of delivering 500,000+ hours of skilling courses to 5000+ students and is one of players that went digital with all of its course offerings as soon as the pandemic hit .

A Startup Consultant & Ecosystem Enabler

Being an entrepreneur gives Deeksha a wide and objective perspective on almost every business process; and she leverages that experience to foster entrepreneurship through her second venture Collaborat-her (www.collaborat-her.com) - a boutique consulting firm that aims at creating, nurturing and kickstarting some of the most innovative initiatives to foster the startup ecosystem. The same is done by creating unique IPs for a diverse set of entrepreneurs; all focused on helping their ventures achieve scale and sustainability.

It is her endeavor to make entrepreneurship gender agnostic and that's the vision - where age, caste, background or gender becomes irrelevant; and all we focus on is creating scalable, sustainable businesses that drive impact.



COUNCIL MEMBER: START UP COUNCIL : KETAKI MISTRY



Ms. Ketaki Mistry is founder of The iMAGE CONSULTING STUDIO, She is a person with deep understanding of Human Psychology & its impact on the one's Image, is a Strategic Designer and face of THE iMAGE CONSULTING STUDIO.

She has connected the dots between 3 major aspects of a person – Mind | Makeover | Image.

Ms. Ketaki Mistry has an insightful International Corporate Work Experience of 10+ years in HR before starting THE iMAGE CONSULTING STUDIO.

Ms. Ketaki Mistry is working as an EQ & Image Coach and working to enhance the personality of C-Level Corporates, Working Professionals, Students, Self Employed Professionals, Home Makers and Individuals, and they have been able to carve their leadership skills, confidence, personal brand, perception and much more with #KetaKey2Success!

Ms. Ketaki Mistry is a Scottish Qualification Academy (SQA) Certified Behavioral Skill and Soft Skill Trainer, National Accreditation Board for Education and Training (NABET) Certified Train the Trainer, British School of Etiquette (BSoE) Certified EQ Coach, Certified Psychology Counsellor, Certified Image Consultant, USA.

Ms. Ketaki Mistry also holds 3 Master's degrees – Masters of Philosophy – HR & Masters of Business Administration – HR as well as Masters of Computer Management.

COUNCIL MEMBER: START UP COUNCIL : Adv. SONALI SAWANT



Adv. Sonali Sawant is a founder of PROJURA LEGAL, leading full-service corporate law firm in Pune providing services in intellectual property rights, privacy laws and compliance as per Indian laws and GDPR (General Data Protection Regulation) law, cyber laws & e-commerce laws, labeling laws, Domain name disputes, contracts drafting and negotiation, labour laws, corporate laws and compliance etc.

She is appointed as a Trademark Facilitator and mentor under Start-up India scheme, DIPP, Government of India. She is an expert with 5+ years of industry experience having dealt from proprietary business to Start-ups and various fortune 500 companies in India and abroad. She also provides international legal assistance in IP filing and other corporate matters through her network of International Attorneys all over the world, which she has developed by working with them and attending various international conferences.

She is also an invited speaker at various schools, colleges, forums, seminars, webinars, sessions etc.

Sonali is keen in research in law and has presented her papers at various international conferences in Singapore and China. She is also a pro bono advocate with an NGO in Pune working in street child development.

COUNCIL MEMBER: START UP COUNCIL : MINAL ONDHIYA



Dr. Minal Ondhiya is a founder of Maniprabha Health plus. She did her MBBS from Dr. VMMC, Solapur In 2005 and pursued Masters in Public Health from SRM university , Chennai in 2011. She worked as District Programme Officer for National Programme for Prevention and Control of Diabetes, Cardiovascular diseases and Stroke (NPDCS) in Washim, Maharashtra.

It was during this time that she realized not only that chronic diseases are increasing at a rapid pace in India but no matter how good the doctors are, no matter if you get best nutritional experts – the patient keeps on suffering. It made me ponder that why when a pre-diabetic patient or just overweight patient seeks help from a doctor in regards to losing fat – he gets an answer which he himself knows –

“Reduce your calories and exercise”

Precisely these two things don't work. And for whatever the reasons they don't work – the blame is on the patient!!!

She helps people achieve the health they seek. Be it to lose fat, reverse their chronic illnesses like - diabetes , hypertension, hypothyroidism, psoriasis, migraine, arthritis etc . She has patients from 6 years old to 90 years old and hence She knows- it is possible for everyone to achieve health

She is one of those doctors who works towards wellness not just curing illness



COUNCIL MEMBER: START UP COUNCIL : RITU J GOYAL HARISH

Ritu is MD & Founder of Ease India Travel.

A former journalist, mother of two and a passionate traveller who believes in immersive, local experiences, Ritu has built her labour of love - Ease India Travel - with 'sweat, toil and a lot of tan', since 2017.

From the outset, Ritu had three clear goals in her mind:

a)She wanted to offer her guests the kind of experiences she herself seeks - which is why Ease India Travel offers customised and personalised holidays to very select destinations (places she has herself explored extensively)

b)She wanted her venture to be inclusive and diverse - she offers exclusive holidays for senior citizens, members of the LGBTQ community and travellers with weight issues, so these holiday seekers can enjoy their trips at their own pace, comfortable, safe and happy

c)She wanted to always "delight" her guest on their trips and made sure that celebratory surprises for special occasions and even food preferences were looked after, to give them a memorable experience

She went about achieving these goals with gusto and in three years, she was able to set some new benchmarks in the travel industry.

COUNCIL MEMBER: START UP COUNCIL : DEEPTI N ACHARYA



Deepti Acharya is founder of Rose Couture , She loves fashion, she loves kids and she loves making a difference.

Fashion designer by profession and the Creative soul behind the Brand Name "ROSE COUTURE". Team Rose couture believes "Number of products we create is equal to number of smiles we create on the faces of our little shoppers!"

With her extensive experience into kids wear designing of past 12 years, Deepti aims to create employment to young college graduates through her venture.

Apart from her work background she is a Guinness book world record holder, for being a part of longest human chain under water, in 2016 December at koh toh, Thailand.

"I aim to provide employment to students graduate from vocational/technical institutes, & its soul satisfying to see these young ladies making mark in their lives, contributing to their families finically, helping young siblings in educational support or buying vehicle on their own or supporting parents to pay home loans etc.

I also to aim to employ young females with "special needs". (Physically challenged) with minor Down syndrome or disability like hearing impaired etc. and want to come in mainstream as I believe Beyond Disabilities there are Infinite Possibilities," says Deepti N Acharya ,founder and creative head, Spectrum Clothing which creates clothing line for little girls age between 1 yr. to 8 yrs. under the brand name Rose couture.

Deepti teaches her team to be career driven than job seeker. Building a sense of belonging and taking ownership attitude. Making them believe in outcome than output.

COUNCIL MEMBER: START UP COUNCIL : DEEPTI N ACHARYA



Farida Hundekari, is the CEO & Founder of Fabutech, an IT consulting company based in Pune, which provides IT/ non IT resources and HR services across the globe. Born in a middleclass conservative family, to today owning a company and mother of 2 and a 4th stage cancer survivor she has done it all by herself and her resilience and belief in God. .

She takes pride in calling herself a believer. She is an early to bed early to rise person with a shine and smile always. Loves reading running and exercising. Her day starts with a gratitude and meditation followed by yoga and her brainstorming time with herself. She loves cooking and has always loved to be independent and wants every girl to be independent financially & emotionally. She loved making a difference and touching one's life every moment. Got married at an early age in a joint family, managing everyone and nurturing her kids and enjoying motherhood was her priority then . Later after 12 years she started her career working at various organizations and eventually started Fabutech.

She has won the title" The Jewel Of India, is the member of Many NGO's and upliftment, she is also the member of Women entrepreneurs. Making work Fabulous is what she believes and keeps growing heights.

COUNCIL MEMBER: START UP COUNCIL : AISHWARYA BHARDE



Aishwarya Bharde is a founder of 'Aira by Aishwarya'. Aira is a Pune based bespoke designing brand. The idea is to enhance the beauty of YOU by providing custom-made & tailor-fit fashion. From selecting fabrics & embellishments to designing cuts & embroideries, Aira ensures to create your outfit with a story handcrafted with love!

Aishwarya has over 9 years of experience in the field of fashion. She started her professional career as Fashion Stylist in retail with Globus Apparels Pvt. Ltd. She has worked as a Fashion Designer for fashion houses like Tanaria Apparels Pvt. Ltd & Aneri-Wearable Art. Her last work experience was as a Store Manager with a leading fashion rental company Rent An Attire. After getting extensive work experience during her tenure with these companies, in 2019 she decided to follow her dream of starting her own designer brand. And today, Aira caters to clientele of all genders & age groups within India & outside of India. Aira also aims at giving the of best customer service & it quotes, "Happy Clients, Happy Us"

At present, Aishwarya is single handedly leading all the operations of Aira. Along with running her own brand, she works as a fashion freelance design consultant & social media manager for various start-ups. She aims at encouraging the hard work of local artisans (such as tailors, embroiders, weavers, dyers & likes) by creating employment opportunities for them through her venture. Her mission is to promote the movement of #makeinindia by being #vocalforlocal.

COUNCIL MEMBER: START UP COUNCIL : SHALINI JHA



Shalini Jha has 17 years of corporate experience in the EdTech sector. She has held leadership positions across several products and sales domain. She is passionate about the education space and believes in making learning fun, particularly through Edtech products. Her forte includes product strategy, development, process engineering, and business development.

Shalini is the co-founder of two new startups, viz. Art by Nilanjan and Shobhank Classes. Whilst the former is into online creative education, the latter provides personalized online coaching for JEE/NEET aspirants.

Shalini has an immaculate academic record, which includes several corporate programs from prestigious institutes such as Indian Institute of Management (Kolkata) and Kellogg School of Management, NWU.

Shalini feels passionately about women empowerment and in her personal time, mentors women for further education and self employment. She believes women are excellent multitaskers and managers. They just need to be reminded of their talent from time to time. Her efforts are in the same direction!