

# WICCI State Council Maharashtra for SMEs and MSMEs

## List of Council Members

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## Anujaa Navaratnaa – Council President

Anujaa Navaratnaa is a Gender Affirmative Counseling Psychologist, Spiritual Mentor and Transformation Coach / Life Coach. She comes with a background of more than 30 years of work experience out of which 21+ years in corporate. Her education qualifications include Graduation in Science, Post-graduation in Sociology (Psycho sociology), MBA and Certifications in Gender Affirmative Counseling, Personal Counseling and Executive Communication Coaching.

She provides counseling & therapy for Anxiety & Stress Management, Emotion & Relationship Management. She works with LGBTQIA+ community to help them overcome psycho-social challenges.

An alternate healing therapist providing healing through various modalities - Pranic Healing, Reiki, Hypnotherapy, Access Bars, etc

Most of her clients are corporate employees who are facing challenges in personal life and that has an impact on their professional life and work performance; or vice versa. She works along with them to help them get clarity with a growth mindset through coaching tools and tips on a Coaching Journey.

## Sowmiya Jakkal – Council Vice President

She is a soft-hearted lady that holds Post graduate diploma in Human Resources from Pune with a diversified corporate experience of 10 plus years into Education, IT, and Hospitality industry. A word-addict and a wanderlust who has traveled the world and absorbed content with food, air, and water. Not a grammar nazi but a grammar monk preaching the correct usage of any language that is known.

She says, every word has a power and magic that needs to be revealed in the right way to catch the eye of its reader.

Being the Content Creator, she puts her words to practice by leveraging businesses to turn into brands. Brands that speak volumes through their Design, Content, Pamphlets, Posters, Newsletters, Campaigns, Social media handles, and much more. Through her writing, she has successfully uplifted brands with the help of Blogs, Articles, Social media campaigns, posts, website content, and much more. Dynamically

managing a team of 7 freelancers working across India. Head and Tales is now a full fledged digital branding firm that provides services like:

- Visual Identity Design
- Logo Designing
- Website Development
- Social Media Management
- Content Marketing
- Branding Consultation

## Aloka Rajan (Council Member)

Aloka has over 15 years of working experience, including 9 years at HDFC Bank and 6 Years with YES Bank. She has worked extensively across Retail Banking, Wealth Management, HNW Channel Management and Government Banking.

Withing Government Banking, she has worked closely with Dept of Industries and the MSME sector. She has represented the Bank on various forums pertaining to dept of Industries for Govt Initiatives on various schemes/Funds. She has worked closely with in various Govt Sectors for their collections and payment solutioning.

She is particularly interested in Initiatives pertaining to Women Entrepreneurship, SME, FinTech's, Payment Solutioning. With her overall experience she brings a comprehensive overview of how a Business Unit needs to be driven right from Inception, policy framework, Distribution, Solutioning and Customer Relationship Management.

She is presently heading the Premia RM Channel for Yes Bank based out of Santacruz.

She has completed her master's Diploma in Business Administration from SIES, Navi Mumbai and Graduation from University of Mumbai (HR College of Commerce & Economics)

She is based out of Mumbai where she lives with her husband and 2 kids. She enjoys pursuing Yoga and fitness in her free time. She is also an avid food blogger.

### Aparna Naik (Council Member)

An entrepreneur who believes that your zest to turn your passion into your paycheck can win you accolades if you have enough perseverance & patience to face failures and never quit in the face of calamity. She started her journey as a fashion designer, worked hard towards gaining experience in the various sectors of the fashion Industry right from conceptualizing to the actual dispatch of goods & gradually encompassed hurdles to reach a milestone of starting her own E-commerce store. She firmly believes that any achievement in life is always a result of teamwork, and it should always be 'WE' & not just 'ME'

### Arckja Tiwari (Council Member)

Currently, a home maker as she has taken a break from her work. She has been a financial advisor with Exide Life insurance for one year.

### Bhairavi Mamania (Council Member)

Bhairavi is a multiple Award winner Emcee. She has successfully associated with various events & engraved memories to her audiences. She conducts weddings, Sangeet Ceremony, engagements, corporate events, virtual events & many other events.

She has the expertise of more than 6 years in the industry and has hosted/organised more than 1500 on field and more than 200 Virtual Events.

## Bhavana Shah – Chartered Accountant (Council Member)

Bhavana is a Chartered Accountant by qualification and has 15 years of work experience in corporate sector. In her last stint in corporate life, she was heading finance at Sesa Care Pvt Ltd. Out of the desire to be able to spend more time with her daughter as well as the passion she had for creating something comfortable for the kids, she started her venture Aroha ~ Pure Love, a kids clothes and necessities brand.

All her products are made of super soft pure MULMUL cotton handwoven in Bengal and hand block printed by Indian artisans. Kids comfort & quality is her primary focus.

She has expertise in profitability planning, costing, budgeting and setting up the MIS systems from her corporate experience. Her entrepreneur experience in last 1 year has given her an all-round exposure right from designing, sourcing, finance, taxation, sales and marketing.

She has a 6 year old daughter, loves to travel and is a foodie.

## Divya Devalla, CFA – Freelance Consultant (Council Member)

Divya helps lead teams and manage business change. Her strength is to ideate and strategically actualize business solutions. Her forte is to assess risk parameters of entities, and provide objective, independent opinions and actionable insights to entities and stakeholders.

Her passion in project management, analytical and marketing skills enables her to collaborate with varied businesses. During her 10-year industry involvement, Divya has amassed cross-functional experience in

- Financial industry and Microfinance industry with CRISIL,
- Solar Energy industry with OHMS Energy Pvt
- Social sector with international organization ROTARACT and other voluntary and community-based work,
- Wellness sector through continued holistic learning with Art of Living programs, REIKI etc

She reads books on human psychology and interpretations of religious scriptures. She anchors events for live audience, participates in dance performances, and occasionally plays the violin.

## Geeta Menon (Council Member)

Geeta's qualifications range from Post-Graduation in Sociology, MBA in HR, Bachelor in Education. She also has certifications in Counseling, HR Masterclass & Six Sigma Standards.

Geeta's experience spans 3 decades in Human Resources in financial and educational sectors where she worked in the capacity of Head HR over the last 10 years.

Her specialization encompasses formulation of HR Policies & Processes, Compliances, Organizational Development, Employee grievances, Strategic Planning, Recruitment and Retention, Performance Management Assessment, HR Budgeting, creation of HR Manual, Compensation and Payroll systems, Employee engagement.

Her experience in the erstwhile ICICI & associate companies gives her a robust corporate HR foundation while establishing a new age avatar in HR in Education & Academia in premier institutions like RBK Group of Schools.

Her passion and forte, apart from the above, revolves around content creation for organizational representation & branding.

### Harshala Shilotri (Council Member)

Harshala has done BA. LLB, Bed and interior designing. She can help in event organizing as she has been involved in organizing Trade fairs and exhibitions. She has successfully conducted nearly 100 exhibitions Pan-India. She is also willing to help in whatever other way required for this initiative.

She has worked with a senior lawyer in High court for 2 years. She has now successfully been handling her business for 17 years.

### Khyati Shah (Council Member)

Khyati has over 2 decades of experience in the financial industry (HDFC Securities, ICICI Bank, CRISIL, NSE and BSE), where she had the opportunity to work closely with SMEs and startups. She was a part of the inception team at CRISIL for establishing SME ratings and the core team at NSE for setting up EMERGE – the platform for SMEs to list.

Having spent several years working with entrepreneurs and growing companies, she had the opportunity to get insights into the functioning of the leadership teams, a deep understanding of their unique structures and requirements and their challenges on the path to growth.

As a Coach and a Strategic Advisor, Khyati empowers her clients to gain clarity, overcome challenges, chart out their growth path and maximise their potential.

#### Quote

To grow a business, entrepreneurs must know how to lead and manage change. The entrepreneurial mindset is unique in that one must be creative, communicative, and highly motivated to succeed, yet open to risk and failure.

### Nidhi Shah (Council Member)

Nidhi Shah's organization 'Surprises Inside' is into gifting premium Hampers & Festival Gifting. With the manufacturing unit in Sion, Mumbai, it has the capacity to make more than 100 hampers a day.

She is proud to state that Surprises Inside has been delivering quality and innovative Ideas over the years.

### Paramjeet Kaur (Council Member)

Paramjeet Kaur has done BA in Sociology & Dress Designing. At present she is working for a garment firm who is an exporter specializing in Indian traditional wear.

### Pooja Gaonkar (Council Member)

Pooja is a lawyer by profession with over 20 years of experience in legal, compliance and secretarial functions. Currently, she is practising as Advocate at her own law firm setup known as 2Decades Law Works. Her core areas of practice are investment banking, real estate and banking and financial services. She has vast experience in investments, lending and borrowing, mergers and acquisitions and statutory compliances. Her strengths include analysing the legal risk and finding best possible



mitigates. Business is important and so is compliance. Supporting business by providing legally compliant solutions is an attitude developed over the course of her career.

## Pooja Minocha (Council Member)

Pooja Minocha is a renowned Human Resources professional with 2 decades of expertise in Global Human Resource Management in diverse multinational companies and in multi geographies with specialization in Strategic HR, Organization Capability Development, Employee communication, Compensation & Benefits and HR Business Partnership.

A postgraduate in Human Resources, Pooja is a behavioral training coach and has certification in psychometric assessments for DiSC and Devine Inventory. Pooja is Founder and Partner with CHRO nexus, a boutique HR consulting company in Strategic HR, Rewards and Talent Management areas. Pooja's corporate stint involved working in several industries like Pharmaceuticals, Insurance, Telecom and BPO both in MNC and Indian companies like Merck/MSD, Advanz Pharma, AXA, IBM and Reliance and helped her organizations deliver best in class and innovative HR Programs.

A people science evangelist, an entrepreneur by heart, employer branding, culture and capability building are her forte. Her work revolves around organization transformation through the fabric of its leadership by architecting differentiated talent models. At the core of her efforts is an intent to ride the "Future of Work" wave and foster a culture of engagement, agility, and innovation.

Pooja is a visiting faculty in management institutes teaching and upskilling young talent in human resources domain and is partners with NGO to support education of under privilege children. She is a creative enthusiast who loves biographies, being a full-time mother and advocating creativity in every walk of life.

## Priyanka Thakur (Council Member)

Priyanka Thakur is an MPhil. Psychologist Trainee at National Institute of Empowerment of Persons with Visual Disabilities. She also has an experience of working with NGOs in different roles. She rehabilitates

people with disabilities that includes severe mental disorders, physical disabilities i.e locomotor disabilities or sensory disabilities through various therapies like art therapy, ABA, counselling - individual or family counselling.

## Rajashree Apte (Council Member)

Rajashree Apte is a Chartered Accountant with 17+ years of experience in international taxation field. She is currently working as a Tax Head for Japan and Asia pacific in a US multinational company. The pandemic has given her an opportunity to work from home and be with family.

She lives in Chembur & enjoys reading, cycling & running.

## Sana Merchant (Council Member)

Sana Merchant, is currently the Director and Head of Marketing & Strategy at Alphation Auto Pvt. Ltd.

Having specialized in Finance & Marketing, she started her career with Rebranding & Client Engagement in a Start-Up organization. Although she has been a Gold-Medalist all her academic life, she has always preferred to work in Start-Ups than established MNCs. Her ultimate aim was to be an entrepreneur, and that is exactly where she is in the Automobile Industry where it is not so common to find women leading!

Her first internship years back was in the Automobile Industry and since then the exposure that she received in India & US has made her capable of this role as the Marketing Head of Alphation Auto.

She brings to the table, her close to a decade of experience in Corporate Relations, Client Engagement, Digital Marketing & Behavioral Trainings.

Over the time, she has realized that Communication, Learning Agility and Empathy are her strong skills that help her in this endeavor of telling people out there what Alphation stands for and what they have to offer. We hope it's this quality helps her in her WICCI journey as well.

She is a mompreneur and has a 3-year-old son. She has self-learnt a lot of skills like designing and creativity. She has also been a Corporate Trainer for business professionals.

## Shreedevi Poduval (Council Member)

Shreedevi Poduval is a trained counseling psychologist and remedial educator, who about 2 years ago , took on to quilting. She sews quilts and quilted products under her brand name Shreesquiltscape. Her CSR initiative Stitched Together India is an avenue to train, network with and empower grassroots women.

She is in the process of taking baby steps to build her hobby into her business venture.

She looks forward to growing, learning and reaching out together.

## Shweta Jain (Council Member)

As a Marketing Communications specialist and an Engineer, Shweta has worked for a decade with multinational companies working in the field of branding and digital marketing. Her creative instincts have led her to explore ways of expressing herself. In this pursuit of Be Authentic, she founded her brand - SOULDESI.

"Souldesi" is a curated online platform that showcases Shweta's own designed and handcrafted Accessories and Art forms.

She is the Artist and the Jewelry designer for her business and her vision is to support children and women in due course of time.

She is a certified Tarot and Runes reader and helps people in their inner journey to self via "Mandala" workshops.

She is a certified digital marketer and bagged many corporate awards for her role during her stint in the corporate sector.

## Sonali Dasgupta (Council Member)

Founder of a Pvt. Ltd. company offering science and technology educational services to school-going children across India and abroad. Academic and corporate research scientist in UK, worked with companies and govt. institutions across India, UK and US.

Sole proprietor as a technology consultant to R&D teams worldwide. Product manager and research team lead at a disruptive startup in Oxford, UK. Authored over 100 peer-reviewed publications in journals, conferences and books

## Sushma Nair (Council Member)

Ms. Sushma Nair is a Multipotentialite who juggles the hats of being an Entrepreneur in the field of Education, Life Skills & Artisanal Handmade Jewellery.

Sushma strongly champions empowerment of individuals, especially women entrepreneurs. Through her brands iRA Edu and Shringar In Style (SIS) she focuses on empowering other freelance education consultants and artists to bring forth their knowledge & talent to help others become a better version of themselves.

Her brand Shringar In Style (SIS) is an abode of Artisanal Handmade Jewellery! She creates Transitional Jewellery using textile, ceramic, wood & metal. SIS as a brand works with artisans across the globe to source eclectic jewellery.

Sushma believes that jewellery is an extension of one's personality & therefore the creations of Shringar In Style (SIS) are conceptualised, designed & created to give that extra zing to her patrons' wardrobe.