

As of 26th November 2021



SOUTH-SOUTH ENTREPRENEURSHIP ACADEMY

*Building Global Citizenship and Harnessing Entrepreneurial Skills
and Mindset through South-South Cooperation*

“Beauty in Mind and Actions for Sustainable Business”

Online Training - 27-28 November 2021

Business Plan Competition - 11 December 2021

DAY ONE (Saturday, 27 November 2021)

OPENING SESSION



Dr. Hong Sheung Chui
President
Gratia Christian College, Hong Kong

Dr. Hong Sheung Chui is now serving as the founding President of Gratia Christian College, a self-financing degree-granting College in Hong Kong. He has worked in the Education field as a secondary school principal for 16 years and as the President of Hang Seng School of Commerce (HSSC) for another 16 years. Under his leadership, HSSC maintained a record of having the highest number of grade A's and top students in the Hong Kong Advanced Level Examinations for 10 consecutive years. He led the restructuring of HSSC to become a degree-granting College, Hang Seng Management College (HSMC), in 2010 and was the founding president of HSMC from 2010 to 2012.

In addition to his leadership roles in secondary schools and tertiary colleges, he has been invited by various universities to take up part-time teaching in training courses for senior teachers, assistant principals and aspiring principals in the last 20 years. His interest in research includes leadership, academic self-concept, school effectiveness, staff appraisal and development.

Design Thinking in Product and Business Development



Dr. Shirley Yeung

Director, BSSI/Associate Professor &

Head, School of Business

Gratia Christian College

Dr. Shirley Yeung, IEMA approved Sustainability (CSR) Practitioner, Experienced ISO9000 Principal Auditor, AQIP Assessor, US, HKCAAVQ Subject Specialist and QMS lead auditor of HKQAA, Hong Kong.

Dr. Shirley Yeung was named Pioneer Professor of Sustainability in the AIM2Flourish, the Asia Ambassador, Sustainability Mindset working Group of the UN PRME and the UN Global Compact.

**In 2021, officially appointed by UNSDSG-Kenya and INCENECDEV as Asia Ambassador and Brand Ambassador; and nominated as Global Sustainability Professional in 2020 and an nominee for the "Women Who Lead National Award, 2021" Award, Summentor, India.
(<https://www.womenwholead.in/>)**

In 2019, Dr. Yeung obtained The Best Professor in Business Studies, HK Education Leadership Award, Hong Kong. In 2018, Dr. Yeung awarded "The Outstanding Global Leader with Impacts - Woman Award, 2018", TonggenTongmeng, Beijing, China. In the same year, Dr Yeung was also nominated for Pioneer UNSDGs, UN Global Compact. In 2017, Dr Yeung was appointed as Associate Vice President (AVP), UNESCO HK Association and served as Secretary General and Chair, CSR and Sustainable Business and Management Divisions, the World Institute of Sustainable Development Planner (WISDP) under UNESCO HK Association, Winner for The 2nd Global Young Leadership Award organised by Yazhou Zhoukan Magazine (亞洲週刊), invited as "Visiting Chair Professor" by ISTEAC, France, and awarded SDSC Excellence in Teaching Award, 2015/16, Hang Seng Management College. Recently, Dr Yeung obtained a Distinguished Senior Executive Management Certificate on Innovations from HKMA, HK/Cambridge University, UK. With on-going publications (around 100 pieces) and global collaborations on United Nation Sustainable Development Goals (UNSDGs), UNOSSC, and UNPRME, Dr Yeung has been

recently invited as a Task Force Member for UNESCAP/ EBAC-ESBN / Banking and Finance, and also act as a member for Collaboration Committee for the civil society consultation for UN Development System review process.

In 2016, Dr Yeung was nominated as UN Local Change Maker and also one of panels of UNPRME Colloquium on Higher Education workshop of 7th PRME Asia Forum in Hong Kong. Dr Yeung was invited by Harvard University, HPAIR to deliver a seminar on "Entrepreneurial Spirit and Sustainable Mindset". In 2015, Dr. Yeung awarded "Pioneer Professor Certificate" from UN Flourish Prizes, US for guiding a student in writing a story on FujiXerox's sustainable development achievements; and she was also the convener for the 1st Forum on Sustainable Development in Higher Education co-organized with UNESCO, APEID and the Chair of the 2nd International Conference on Supply Chain for Sustainability, Hong Kong. In 2014, Dr. Yeung was nominated by Nobel Prize Winner for Wenhui (文晖) Award for Educational Innovation, UNESCO, APEID.



Dr. George Lam

Chairman

Hong Kong Cyberport Management Company Limited

Dr. George LAM is Chairman of Hong Kong Cyberport Management Company Limited and Nonexecutive Chairman – Greater China and ASEAN Region of Macquarie Infrastructure and Real Assets. Dr. Lam has served in leadership roles (including Chairman, Vice Chairman, Managing Director, CEO, COO and General Manager) with several leading multinational corporations including Hong Kong Telecom, A.T. Kearney, Singapore Technologies Telemedia (Temasek Holdings), BOC International Holdings (the Bank of China group), Chia Tai Enterprises International Limited (CP Group) and Macquarie Capital. He has extensive international experience and connections in the innovation and technology spheres and in general management, strategy consulting, corporate governance, direct investment, investment banking and fund management fields.

Dr. Lam holds a BSc in sciences and mathematics, an MSc in systems science and an MBA from the University of Ottawa in Canada, a post-graduate diploma in public administration from Carleton University in Canada, a post-graduate diploma in English and Hong Kong Law and an LLB (Hons) in law from Manchester Metropolitan University in the UK, a LLM in law from the University of Wolverhampton in the UK, a PCLL in law from the City University of Hong Kong, a Certificate in Professional Accountancy from the Chinese University of Hong Kong SCS, an MPA and a PhD from the University of Hong Kong.



Mr. Ricky Chu
Chairperson,
Equal Opportunities Commission
Hong Kong SAR Government

Mr Ricky CHU Man-kin took the helm as Chairperson of the Equal Opportunities Commission (EOC) from 11 April 2019 till now. Mr Chu joined the Independent Commission Against Corruption (ICAC) in 1978 as an investigator and rose through the ranks to become the Acting Director of Corruption Prevention. In 2010, he joined the Independent Police Complaints Council (IPCC) as its Secretary-General.

Mr Chu re-joined the ICAC in 2016 as the Director of Investigation until his retirement in 2019, when he was awarded the Hong Kong ICAC Medal for Distinguished Service (IDS). Mr. Chu graduated from The Chinese University of Hong Kong with a Bachelor Degree in Social Science. He also holds a UK law degree.



Mr. Garry Fan

Assistant General Manager

**Youth Square New World Facilities Management
Company Ltd.**

Mr. Garry Fan is currently the Assistant General Manager of New World Facilities Management, the operator of Youth Square – a project commissioned by the HKSAR Government’s Home Affairs Bureau. Garry has been building Youth Square as the focal point of Hong Kong’s territorywide youth development activities. With 8 years in marketing and brand management, Garry also worked in the advertising agency field specializing brand building in telecommunication, property, banking, theme park, cruises, automobile and FMCG industries. In the time between, he also has 12 years sales and operations experiences in travel and hospitality industries across Hong Kong, Macau and China.



Mr. Howard Politini (SNR)

Board Member

**Pacific Islands Private Sector
Organization (PIPSO)**

Howard J. Politini was the President of the Fiji Commerce & Employers Federation (FCEF) and the past General Manager Human Resources at Bank South Pacific. He was also the former Board Chair of the Pacific Islands Private Sector Organization (PIPSO) and currently a board member of PIPSO.

Alongside his career path in teaching and management in civil aviation security and organisation culture change Howard has had a parallel career in the Royal Fiji Military Territorial and Regular Forces.

His private sector experience has been in human resources and rural banking. Howard has also served on numerous state-owned enterprises boards and currently on community and private sector boards and trusts. Howard is also a certified Leadership trainer, coach, mentor, and speaker on the John Maxwell Team.

SESSION ONE

Inclusive Entrepreneurial Mindset and South-South Cooperation



Denis Nkala

Regional Coordinator and representative

**The United Nations Office for South-South Cooperation
(UNOSSC), Asia and the Pacific Office**

Mr. Denis Nkala (Ph.D.) is the Regional Coordinator for Asia-Pacific in the United Nations Office for South-South Cooperation. He has worked in the Asia-Pacific region (2006-2012 and 2017- present). He has worked extensively with countries in the region including China, India, Indonesia, Malaysia, Republic of Korea and Thailand. In 2009, he co-wrote a publication on South-South and triangular cooperation in the Asia-Pacific region. Denis Nkala studied Economics and Business Administration (B.Sc.), Applied Economics (M.Sc.) and Applied Management and Decision Sciences (Ph.D.). His previous assignments include New York, Iraq and Zimbabwe. Denis is a national of Zimbabwe.

Business Plan, Pitching and Fundraising



Dr. Padmavathi Shenoy
Assistant Professor,
Goa Institute of Management

Dr. Padmavathi Shenoy has a decade long diverse and balanced experience in industry and academia. She has actively catalyzed this experience to mobilize a community of innovators, mainly engineering and management students, researchers and entrepreneurs to tackle issues related to upskilling and social entrepreneurship. Dr. Shenoy holds a Ph.D. from Indian Institute of Management Tiruchirappalli, India. Her thesis highlighted how social entrepreneurial business models emerge, diffuse and cascade in developing countries. Currently, Dr. Shenoy delivers courses on social entrepreneurship, design thinking for leaders and entrepreneurs, group processes and organizational design at Goa Institute of Management, India. Additionally, she is responsible for research projects related to women entrepreneurship and inclusive education initiatives for children with special needs.

Contents of Peace and Entrepreneurship



Ms. Nazrin Baghirova

Education Policy Expert

Ministry of Agriculture, Azerbaijan

Nazrin Baghirova is an adjunct lecturer at ADA University. At the same time, she is also a part-time policy expert for OECD SIGMA project. Nazrin Baghirova is a graduate of the University of Utah in Masters of Education Leadership and Policy (2008). In addition, she is alumni of the Harvard University Executive Education Program in Education Policy and Practice Program, 2016.

Nazrin Baghirova served in the capacity of the head of the Education Policy Unit, and deputy head of the Department for Education and Training at the Ministry of Agriculture. In addition, she was a chief policy advisor at the Ministry of Education of the Republic of Azerbaijan since 2013. She served as an advisor to the rector on university strategic development and a s ahead of the international relations office at Azerbaijan State Agricultural University (2009-20013).

Ms. Baghirova is a deputy chair for the US-Educated Azerbaijani Alumni Association. She is a holder of a four US State Department fellowships: Global Undergraduate Exchange program (2001-2002), Edmund Muskie (2006-2008), Norman Borlaug (2012), Cochran Program (2013). Ms. Baghirova is an alumna of the Executive Education Program in Education Policy from Harvard University, Graduate School of Education (2015).

Ms. Baghirova holds master's degree in education policy and Leadership Program from University of Utah (2008). She has Masters in Business Administration from Khazar University (2016) , and Bachelor in English language philology (2003). Ms. Baghirova did her research in food safety and value chain analysis at the University of Missouri (2013). She presented her paper on introducing "flexible education and student support mechanism in Azerbaijan" at the final Conference of the Executive Education program at Harvard School of Education. She presented her education research policy paper on "flexible education and part-time student status" on Education Policy Forum at ADA University in 2016. The policy was adopted by the Ministry of Education. Ms. Baghirova also has publications on "Student Affairs in Post Conflict Countries" at the UNESCO journal (2009).

SESSION TWO: Global Citizenship

Social entrepreneurship and inclusion



**Mr. Tony Ip, Green Architects Tony Ip
Director, Tony Ip Green Architects Ltd.**

Tony is a community-centric, sustainable design architect and urban designer. Tony has over 18 years of architectural, urban design and engineering experience. He founded Tony Ip Green Architects Ltd. in 2017. His passion and contributions to green architecture have been highly recognized by receiving Australia China Alumni Award for Arts and Creative Industries 2018, Ten Outstanding Young Persons Award 2016, EcoStar Award 2014 and HKIA Young Architect Award 2010.

Tony is Chairman of Hong Kong Architecture Centre, Director of Hong Kong Green Building Council, Director of Zero Carbon Building, Chair of BSL Material Aspects Expert Panel, Director of YMCA of Hong Kong and School Manager of YMCA of Hong Kong Christian College. He is appointed by the HKSAR government to serve Antiquities Advisory Board, Environment and Conservation Fund Committee, Environmental Campaign Committee, Lantau Conservation Fund Advisory Committee and Support Group on Long-term Decarbonization Strategy to Council for Sustainable Development.

SME Innovation and Entrepreneurship



**Mr. Sidney Tang,
Qoolmate + TTFIC
Sidney Tang , STANG LTD.**

Mr. Sidney Tang is the founder and Product manager of STANG Limited. STANG LTD is a team of engineers, material scientists and industrial designers. STANG is specialised in micro cooling solutions with patent pending invention: Thermal Thick Film Integrated Circuit (TTFIC).

Sidney graduated from University of Southern California of Los Angeles, USA. Prior to this new venture, Sidney is a registered architect and a project manager at a major developer in Hong Kong. He was awarded by NASA at a global competition for his design of a conceptual space station in 2015. Sidney is a seasoned speaker on design thinking and a keen advocate of STEAM education.

DAY TWO (Sunday, 28 November 2021)

SESSION THREE: Product and Business Development- Beauty Industry

Trends and Opportunities in the Beauty Industry



Mr. Pramote Dechaboonsiripanich
Managing Director
Puri Co.,Ltd (Panpuri)

Pramote Dechaboonsiripanich or Khun Mote had worked for Procter & Gamble for 15 years and been heading various Finance and Accounting units across Asia Pacific. He had assumed the Chief Financial Officer role for Thailand, Myanmar, and Laos Cluster during 2013-2017. Previously, he was the Finance Director of Skin and Personal Care for Asia Pacific based in Singapore. In his last assignment before joining PANPURI in 2018, he had been on a broadening assignment in Sales taking care of P&G Thailand Distributor Business (4bn THB in revenue size) for 1.5 years. He has Master of Business Economics with Scholarship and Bachelor of Business Administration, International Program (First Class Honour) from Chulalongkorn University, Thailand. Khun Mote married Khun Vimolsiri with an 8-year-old son and a 3-year-old daughter. He is an active investor in start-up and real estate projects. His favourite sport activities are running cycling, and triathlon.



Lucy Rao
Head Designer
Rialto Fashions, Kenya

Lucy Rao is the head designer of Rialto fashions. Buoyed by two decades of experience, the fashion house designs wearable contemporary African clothes, corporate uniforms, Wedding Attire, Costumes for Film & commercials and much more. The former student of clothing & textiles, Agricultural, engineering, and Lifetime award winner for her contribution to fashion in East Africa, Lucy started stitching clothes as a hobby which blossomed into a full time enterprise.

Lucy Rao's RIALTO FASHIONS has dressed prominent people in Kenya and Africa. Her work has been showcased in local and international media and publications including Planete Mode, Africa Journal, Black Fashion, True Love East Africa, Drum, African Woman Eve magazine to name but a few, and has been exhibited regionally and internationally in Las Vegas, Atlanta, Milan, Tanzania, Rwanda, Bukina Faso, Togo among others.

Lucy co organized THE AFRICAN FASHION FAIR, a Fashion Festival which brings African Fashion designers together to showcase, network, and mentor upcoming designers. "THE FASHION SHOW" a weekly program which aired on Kenya's, Citizen TV station, that showcased and celebrated Fashion, the African way is another of Lucy's projects, is Pamba Mali Organic Cotton, a Corporate Social Responsibility (CSR) outreach which works with farmers in Western Kenya for a farm to catwalk approach to ethical fashion. Pamba Mali was one of six finalists in the Global organic cotton round table Innovation Awards in Washington DC.

Lucy is a founder member and director of The Kenya Fashion Council and strong believer in collaboration of African countries in matters fashion.

Beauty Redefined via Perspective of SDGs



**Dr. Eve Chan, President
Rotary Club Queensway
Hong Kong**

Eve Man Hin CHAN (PhD, The Hong Kong Polytechnic University, HK) is Associate Professor of Department of Fashion Design,

The Technological and Higher Education Institute of Hong Kong (THEi).

Prior to joining THEi, Dr. Chan had served as Global Business Controller and Manager of H&M, she possessed extensive industrial experience in buying, merchandising, marketing and retailing. Currently, she manages research projects in international trade, location analysis of production in the belt and road initiative as well as econometric modelling with impactful findings that are recognized by the academia and industry. Her research is published in Journal of The Textile Institute, Sustainability, among others. Dr Chan is also the author and editor of the book, "Belt and Road Initiative - Collaboration for Success". She is the recipient of various research awards, including the best research paper award in an international conference - the 14th Asian Textile Conference (ATC-14). She had been invited to be the keynote speaker, conference committee member, session chair and reviewer of several international conferences.



Ms. Zinar Nur Sharif, Marketing Specialist

Disguise, Hong Kong

Ms. Zinar Nur Sharif is currently a PhD candidate at the University of the Arts London, undertaking research about the symbolism of the scarf. She lives between Hong Kong and London, love to travel, the arts, fashion and culture. She had the privilege of living in 6 different countries over the past two decades, which has allowed her to naturally intertwine respectively unique cultures to form her own distinctive creative identity. Her work focuses on the scarf in connection to creativity, communication, and visual storytelling. She specializes in marketing communication and luxury fashion sector. To learn more about her project, visit www.zinahns.com .

She was in charged in Christian Dior Couture in London from 2017 to 2019, as Women's Universe and Textile Specialist, expert in the making of the Dior scarves, training the team and overseeing the product division. In 2016-2017, in Louis Vuitton, London, she was in charge of the leather goods and textile division of the boutique in Sloane Square, including buying, sales, training, and operations. In 2013-2016, in Burberry, London, she was in charge as an in-store trainer for accessories products, including leather goods, textiles, cosmetics and fragrances.



Ms. Lufilufi Rasmussen
Misiluki Skincare, Samoa

A real Island Girl at heart and Misiluki is my absolute passion where our core value of "Loto Alofa' to do everything from the heart" is the driving force. My journey as an entrepreneur and my own wellness journey started with establishing Misiluki Day Spa in 2008. Our signature 'Face Care Collection was launched in 2016 and recently our Body Care Collection was recently launched in January 2021.

An aspiring alchemist, just before the covid pandemic in January 2020, Lufilufi started an Advanced Diploma in Organic Cosmetics Science. Her new-found knowledge and skills enabled her to organically grow, extract and process some of the key ingredients we use in our formulations giving them the highest efficacy and all handcrafted in Samoa.

Responsible Sourcing of Organic and Sustainable Beauty Product



Rex Choi

President

JCI Ocean, Hong Kong

Rex Choi is an Digital Market Officer with eight years of experience working alongside the team with Improve International Ltd, aiming to promote green and healthy lifestyle to modern public. Rex specializes in digital marketing and responsible for educating other on promoting Carbon Neutral products and related ecofriendly certificate, from the origin of the source's material to the packaging, he aimed to provide the most updated products to consumer to have a better choice in reducing carbon footprint. Rex is a sincere and innovative, he uses his positive attitude and tireless energy to encourage others to make environmentally friendly choices and succeed. Rex is inspired daily by community leaders, such as Harry Chan, Ghost Net Hunter. In his free time, Rex likes to participate in local shoreline clean ups activities, and the action speak itself.



Mr. Kelly Inae

PNG Mountain Honey

Mr. Kelly Inae, 53 years old, from Eastern Highlands Province of Papua New Guinea. I am the business owner for Helping Hand Honey Producers. I have my own honey product called 'Mountain Honey' which is sold mostly in Goroka and Mt. Hagen towns. I have trained more than 3000 honey farmers from highlands and Momase regions. My business produces about 9 tons of honey annually and have plans to increase my production to 100 tons by 2030.



Ms. Geeta Prakash

Co-founder PARAMA NATURALS, India

Geeta Prakash is the Founder and CEO of Parama Naturals, Turmeric-powered 100% natural daily essentials for skincare and wellness. Geeta is an Electrical Engineer from the College of Engineering, Pune and a management graduate from the Indian Institute of Management, Ahmedabad. She was awarded the CII-Fulbright Fellowship for Leadership in Management at the Carnegie Mellon University. Her career spans two and a half decades of diverse experience at Thermax, the Tata Administrative Service (TAS), Tata Motors and their family venture, Satvayur Extracts Limited. She is on the Advisory Board of the Indian Institute of Management, Udaipur, and a couple of start-ups in the field of education and sustainable energy solutions. Geeta is passionate about holistic wellness, experiential learning, and sustainability. She also volunteers with and supports initiatives connected with the promotion of Indian classical music and culture and sustainable livelihoods.

www.paramanaturals.com

Profile on LinkedIn: <https://www.linkedin.com/in/geetaprakash/>

TEDx COEP talk: <https://www.youtube.com/watch?v=dtxvjrB4b9I>

The Expansion of Beauty Industry through Digital Marketing



Mr. Rojin (Ye Hoon) Kim

Director, DEPACK Korea

Mr. Rojin Kim is the Co-Founder of NOLAHOUR, a vegan acne care brand that was launched in August 2020. He has over four years of experience as a brander designer for e-commerce products and services. He holds a Bachelor of Visual Communication Design from the School of the Art Institute of Chicago (SAIC), USA.



Ms. Lynu Summer

LEWA Collection

PNG

As a Papua New Guinean woman growing up in Papua New Guinea, Lynu never had access to cosmetics, beauty products, or quality fashion. As a Papua New Guinean, and a black woman living in Australia, finding the right cosmetics for her complexion was almost impossible. When she did eventually find the right cosmetics for her skin, she had to travel miles to a speciality shop to purchase overpriced items, and as a result lost hope in ever being represented and recognised in the world of beauty and fashion. Lynu did not allow this to defeat her. During her studies at TAFE, then university, whilst also working 2 jobs to pay for her education and fess. Lynu also commenced her research into 3 areas she was extremely passionate about, beauty, fashion and health. In March of 2018, Lynu's Beauty – The Lewa Collection, was launched. Making ground-breaking history as Papua New Guinea's first ever cosmetics line. In the first 4 months of operation, Lynu's beauty went global hitting 5 continents and over 30 countries, and still increasing to this day.

LYNU is the founder and CEO of Lynu's Beauty (LB) & Warrior Activewear (WA) both 100% Papua New Guinean owned domestic and international trading and distribution businesses. Lynu's Beauty is an enterprise that has created a brand concept embodying beauty and fashion. Consisting of cosmetics, hair products, fashion for men and women, shoes, wedding dressing, accessories and more. In 2021 Lynu had further expanded and created her second brand, Warrior Activewear. This new brand catering to lifestyle and health through providing premium quality sportswear, and accessories. Lynu had identified a tremendous opportunity with the female market in PNG. Most major companies in PNG did not produce products focused specifically on female consumers and as a result they have been grossly overlooked. Lynu's

Beauty & Warrior Activewear are enterprises that have created a brand concept comprising of beauty, fashion, and health.

Through her enterprises, Lynu aims at becoming empowering and reputable brands that represent Papua New Guinea through the development, and production of quality products for all. Lynu plans to accomplish this using high quality manufacturing and research, a creative marketing program, a comprehensive distribution network, reseller outlets, internet presence via social media and a website, and consumer catalogues.

By utilizing this multichannel approach, she has been able to reach the niche market for quality products rapidly and effectively. This allowed Lynu to develop her brands, as the brands for quality within her target market.

Lynu started operating her business from home, meaning that her presence online was of the utmost importance. As this form of marketing was on a global scale reaching her audiences and also giving her brands further exposure. This operational and marketing strategy has been imperative through reaching clientele and working with other businesses and organisations. Lynu states, she is still growing as a business, and has a lot of work ahead. She is extremely thrilled that both Papua New Guinea and the international market has embraced both her brands. Lynu is humbled yet proud of how far she has come and what she has accomplished in a few years despite the last 2 years when the pandemic hit. Lynu is excited, has more to offer and cannot wait to see what 2022 brings.



Ms. Vaishali Gupta

Co-founder and Head Brand Marketing, Mcaffeine

Vaishali Gupta is the founding partner and head of Brand Marketing at Mcaffeine- India's first caffeinated personal care brand for the past 5 years. Her current role redefines the role of Brand Marketing since it is a D2C brand. Brand Marketing is traditionally seen as a qualitative role but at mCaffeine she has integrated it with quantitative verticals based on a data-driven approach to building a brand. As a result, she heads 5 verticals of Brand building, Marketing, Data Analytics, Technology and Customer Connect under the umbrella of Brand Marketing.

An electronics engineer from IIT (ISM) Dhanbad, Vaishali was more keen to build brands than building microchips. After graduating, she made sure fulfilling her dreams was the top priority when she started working for mCaffeine, a brand that redefines confidence and being bold for millennial India. Once the brand and market was established, her next milestone for mCaffeine was to become the fastest growing D2C brand in India, as a result it has grown 12 times in the last 2 years and despite Covid, they have been growing 3 times in FY20-21. The D2C platform, www.mcaffeine.com is the largest revenue contributor to the brand having a Conversion Rate of more than 75% higher than the industry average. She also disrupted social media with undertaking path-breaking influencer marketing strategies in-house, resulting in a 16x growth of their social media in 12 months.

Being an entrepreneur, she uses her imagination to get ahead of the competition and situations by anticipating hurdles and unforeseen obstacles. A case in point being her focus on facilitating remote work in the company from the start to ensure ease for employees. Right from bringing the yoga program for all the employees to shifting headquarters to Goa helped adapt to the situation with a positive attitude. This initiative not only helped improve productivity but also helped employees cope with stress with complete job security. The brand also provides unrestricted period leaves to women employees, Vaishali playing a vital role in making this decision.

Even after multiple societal hurdles at the beginning of her career, she proudly overcame the challenges to achieve a successful brand with coffee as a new ingredient in the Indian skin care Industry. Focusing on the product and explaining its benefits to the customers, coffee has been established as a personal care ingredient not just for mCaffeine but also other brands. Vaishali was also actively involved in theatre & drama for 4 years of her college life. From plays, nukkads to mimes, she has done it all. Post-college with her love for plays & theatre she continues to be an active follower and helper for some groups in Mumbai.

Superpowers:

- Strategic Vision
- Quantitative Reasoning
- Bold Imagination
- Unflinching Confidence
- Empathy

Awards & Recognitions:

1. Forbes 30 under 30, Class of 2021
2. Cosmopolitan Beauty Awards by Amazon 2019
3. The Economic Times, Promising Brands 2019
4. Nykaa Femina Beauty Awards 2020
5. The Femina Power Brands - Excellence in Personal Care
6. Channelier Product launch of the year 2020
7. SAMMIE Best Social Media Brand in FMCG
8. Adgully - Women entrepreneur of the year (FMCG)
9. World Women Leadership Congress & Awards Presents Global W.O.W Achievers.
