

India's Best Known Knowledge & Information Magazine

# SME WORLD

*The Next Level*

e-Edition

## Intruding Male Bastions They Make Their Mark





## Three Women Entrepreneurs

# Riding Male Bastions to Make their Mark

“Walt Disney told his crew to 'build the castle first' when constructing Disney World, knowing that vision would continue to serve as motivation throughout the project. Oftentimes when people fail to achieve what they want in life, it's because their vision isn't strong enough.”

– Gail Blanke, President and CEO, Lifedesigns

**T**he globalisation has truly ushered us in the golden age throwing a sea of opportunities. With technology ruling the roost, we see an onset of revolution in entrepreneurship. With digitisation and startup boom, more and more women entrepreneurs are beginning to hold the centre-stage.

The sixth economic census by Ministry of Statistics and Programme Implementation (MoSPI) highlights that women constitute around 14% of the total entrepreneurship in India. Today's women entrepreneurs do not come only from the established business families or from the higher-income sections of the population, they come from all walks of life and from all parts of the country.

Be it media, construction, infrastructure, architecture, legal, films, security, finance – more and more women are flying against the winds to ride bastions traditionally held by the males.

With constant development in the Indian business ecosystem especially in the service sector, more and more women are taking to the entrepreneurial journey and succeeding resulting in the empowerment of those who are still confined to the traditional homemaker role to

*The trends and styles in the hospitality industry are ever-changing and it is quite a task to understand the specific needs of each project and come up with suitable options for the client to select.*

belief into her products. Whether it is the creation of ergonomic furniture with unique twists or something contemporaneously modern, each design reflects elegance that is spiritually aesthetic and functionally viable. Featherlite Living promises total focus on innovative creation and ensures quality in every aspect. The furniture is not just fashionable but durable with timeless elegance that can be enjoyed for many years. From idea generation to mentoring and managing projects she has extensive experience in delivering content that is both highly creative and commercially relevant.  
[www.featherlitefurniture.com/](http://www.featherlitefurniture.com/)



## Sujata Chitalwala Behind the Rise and Rise of Hospitality Industry

**T**rained as a textile designer and later as an Interior Designer, Sujata Chitalwala, Principal Designer at Designers Group, has always had an eye for aesthetics and a flair for people management. This has helped her position herself perfectly in Designer Group- managing and guiding the design team. The switch over to exclusive hospitality interiors gave Sujata more scope to explore talent & she, therefore, took up the responsibility of advising the team on the selection of soft furnishings. Sujata mainly looks after the administrative aspects of the office and manages the soft furnishings section; which is so crucial to the hospitality industry.

### Creating a new Identity

The trends and styles in the hospitality industry are ever-changing and it is quite a task to understand the specific needs of each project and come up with suitable options for the client to select. She is also involved in the planning and discussions around the design process. As the administrative head, she always makes sure that everyone amongst the project team maintains a professional approach towards work and no team member interferes heavily in each other's zone of work. In the year 1996-97, Designers Group was introduced to

a few hospitality consultants and Sujata Chitalwala found the process of creating a new identity for each project which was very challenging and stimulating. Her long-term objective is to build an international repute and to establish a niche for the firm so as to inspire the new-gen architects. Also, currently, a lot of hospitality brands consider Indian design firms lesser than the international practices, their aim is to break that perception and prove that Indian design fraternity is as superior as any other practice on a global level.

### Inspiration from Nature

Chitalwala virtually follows the brief given by the client; and believes in creating well planned, efficient and functional spaces in a style that can be classified in a simple, minimalist and contemporary technique. Nature has always been a great source of inspiration for her design and sustainability has always been a key focus while creating astounding hospitality designs. She believes that contextual and sensitive design adds immeasurable value to any project. According to her design pedigree, she firmly believes that "being simple is difficult" which is an evident feature in her designs. Overall, her vision and growth trajectory caters to the clients' needs holistically by designing the total experience. [www.designers-group.com/site/](http://www.designers-group.com/site/)