

Chandraghanta's Courage: How Women Entrepreneurs Triumph Over Business Challenges

NAVRATRI STORIES



Muskaan Kapoor



How Women Entrepreneurs Triumph Over Business Challenges Inspired by Chandraghanta

Continuing our journey through Navratri's inspiring stories, we now explore the radiant world of Goddess Chandraghanta. On the third day of Navratri, we pay homage to this powerful goddess, depicted as a warrior with ten arms, riding a tiger, and wearing a crescent moon on her forehead.

Chandraghanta stands as a symbol of courage, strength, and wisdom—qualities that women entrepreneurs hold close to their hearts as they address the challenges of the business world. With this in mind, we at StartupTalky asked these remarkable women a pivotal question about how they address challenges in their businesses.

Their insights give you a glimpse of their strong determination, much like Goddess Chandraghanta herself. Join us as we explore the stories of these inspiring women who use their courage and vigilance to turn business challenges into opportunities.

Gunjan Adya, Expressive Art Therapist & Founder, Tula Journey

Drawing inspiration from Goddess Chandraghanta, I try to exhibit confidence and courage constantly. Some days get difficult with multiple tasks to finish, and there are days when I'm not able to meet my goals. But I keep reminding myself that talent and courage go hand in hand, and one should never give up.

Dr. Malini Saba, Self-Made Businesswoman, Philanthropist, and Global Advocate for Women and Girls

I approach every challenge in my personal and professional life with the focus and courage of Chandraghanta. I keep a sharp eye on [market trends and needs](#) when dealing with operational issues. This attention to detail enables us to quickly change our strategy in response to shifting demands and specifications.

For instance, we quickly modified our product offerings when we saw a change in consumer preferences. Additionally, my courage has allowed me to stay firm on our ideals during negotiations with potential collaborators, resulting in more advantageous agreements for both parties. These qualities have been crucial in helping me overcome challenges and advance my businesses.

Hema Bansal Ahlawat, Co-Founder and Joint Managing Partner, HJA & Associates LLP

In my business, I draw inspiration from the goddess Chandraghanta's vigilance and courage to tackle challenges. Like her, I remain unwavering in the face of adversity, constantly monitoring the market for changes and opportunities. Chandraghanta's fierce determination teaches me to approach obstacles with a calm yet resolute demeanor, never backing down from my goals. I embrace her protective nature, ensuring the safety and well-being of my team and customers.

This deity reminds me to be adaptable, with a crescent moon adorning her forehead, symbolizing constant growth. Thus, I'm inspired to evolve and learn, ultimately harnessing her divine strength to [overcome business hurdles](#).

Akanksha Sharma, Co-founder and CEO, CITTA

In the spirit of Chandraghanta's vigilance and courage, addressing the challenges has been a journey of unwavering determination. Like the moon on her forehead, we aim to shine even in the darkest skies of competition, constantly innovating and adapting. CITTA, like Chandraghanta's fierce demeanor, remains relentless in the pursuit of excellence. Gaining parents' trust, the most discerning audience is no easy feat, but we embrace their consciousness. Slowly but surely, our products have won the trust of thousands of parents across India.

Educating people about our ingredients and their effectiveness is a formidable task, with preconceived notions and misinformation in the way. We're on a mission to right these wrongs, collaborating with doctors to spread awareness of our products' safety and efficacy. Chandraghanta's unwavering determination allows us to overcome obstacles and provide a nurturing touch, honoring Navratri's spirit of strength and protection for your baby's delicate skin.

Women Founders Share Their Journeys Inspired by Shailaputri for Navratri

Celebrate Navratri 2024 by exploring the stories of visionary women founders inspired by Goddess Shailaputri. Learn what inspired them to start their businesses and how they overcame industry challenges.

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Divanshi Gupta, Director, The Marcom Avenue

Much like Chandraghanta's vigilance and courage, addressing challenges in business requires a watchful eye and unwavering bravery. Challenges are a part of any entrepreneurial journey, and I approach them with determination and a focus on solutions.

Vigilance involves staying attuned to industry trends, market dynamics, and the changing needs of our clients. This awareness enables us to adapt proactively and identify opportunities amidst challenges. We keep a close watch on emerging technologies, consumer behavior, and [competitor moves](#) to stay ahead of the curve.

Courage is essential when confronting challenges. It's about taking calculated risks and making tough decisions, even in the face of uncertainty. This fearlessness allows us to explore innovative solutions, venture into new territories, and continuously improve our services.

By embodying Chandraghanta's vigilance and courage, we tackle challenges head-on, learn from them, and use them as stepping stones to drive our business forward. It's this combination of vigilance and courage that helps us overcome obstacles and continue our mission of delivering excellence in the marketing industry.

Naina Ruhail, Founder and Co-CEO, Vanity Wagon

There are various kinds of challenges and circumstances that are bound to rise as a part and parcel of the business. Hence I remain proactive in addressing the issues with anticipation, which requires a great deal of vigilance. On the other hand, for the circumstances which are unforeseen, I deal with them with courage to make sure we emerge stronger with each trial. I believe I have this courage because I trust my instincts, which have grown to guide me the right way with discipline and experience. Fearlessly navigating the uncharted territories is where lies the greatest triumphs of life.

Shreya Ghodawat, India Ambassador, SHE Changes Climate | CEO, Sustainable Guides

I address challenges by being mindful of the fact that the space is new, there is a steep learning curve and it's constantly evolving. I have to start by being kind to myself and focus on the bigger picture.

Being in the space of climate, sustainability, and veganism, I realize I am standing up against lobbyists and climate deniers on the other end of the spectrum so I constantly need to show courage but also empathy and compassion in the face of challenges.

Shreedha Singh, CEO and Co-Founder, The Ayurveda Co.

Challenges in business are opportunities for learning and growth. Just as Chandraghanta's vigilance and courage inspire fearlessness, I embrace challenges with a desire to learn and grow. Challenges prompt me to return to the drawing board, [acquire new skill sets](#), and uncover untapped potential.