

Kaalratri's Power: How Women Entrepreneurs Use Strength to Embrace Change and Succeed

NAVRATRI STORIES



Muskaan Kapoor



Women Entrepreneurs Embrace Kaalratri's Power for Business Transformations

In our seventh story, we're talking about Kaalratri, a powerful form of the mother goddess. She's known for her strength in chasing away demons, evil spirits, and bad vibes.

We've had the privilege of interacting with some amazing women entrepreneurs, who, like Kaalratri, have their own strength and determination. They've used these qualities to deal with changes and make their businesses better.

We asked them how they've used their strength and determination to handle changes in their businesses, much like Kaalratri's power to get rid of negativity.

Let's explore how they've embraced change with determination and made their businesses grow.

Swati Dhingra, Managing Partner, FinTram Global LLP

Finance education has always been my passion, especially making it accessible to women. Just as Kaalratri, the fierce form of Durga, symbolizes power and the ability to destroy negativity, we believe this is important to break the stereotype thinking about women cannot manage their finances.

When I co-founded FinTram Global, the aim was to bridge the knowledge gap we often see in the industry. Gaining trust as a woman in finance wasn't easy, particularly in a society where women aren't traditionally part of [financial decision-making](#). But with dedication and a relentless focus on quality, we broke through those barriers.

Today, it's about constantly adapting, staying disciplined, and creating an open, supportive environment where everyone can contribute. For fellow women entrepreneurs, I'd say stay true to your vision and never stop learning.

Gunjan Adya, Expressive Art Therapist & Founder, Tula Journey

Inspired by Kaalratri maa, my ambition is fierce as this subject is close to my heart, making me extremely motivated to make an impact with everything we offer under Tula Journey.

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

Embracing change and transformation in my business has been a journey marked by strength and determination, much like the fierce spirit of Kaalratri. When faced with evolving [market dynamics](#) or internal shifts, I have harnessed the power of adaptation and decisiveness to eliminate negativity or resistance to change. It's about staying focused on the bigger picture, innovating fearlessly, and maintaining the courage to let go of what no longer serves us. This approach has not only ensured our business's relevance but also empowered us to thrive in an ever-changing landscape.

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

Much like Goddess Kaalratri, I've harnessed inner strength and determination to navigate transformations in my business. I've confronted challenges head-on, embracing change as a means of growth. Just as the goddess annihilates darkness, I've tackled negativity and resistance, replacing them with innovation and adaptability. Just as Kaalratri's energy is unwavering, I've remained resolute in my pursuit of success, maintaining focus on long-term goals even in turbulent times.

With every transformation, I've learned, evolved, and emerged stronger, much like the goddess herself, embodying the power to conquer obstacles and create a brighter, more prosperous future for my business.

8 Valuable and Must Follow Tips for New Entrepreneurs

An entrepreneur today needs to be alert, updated, know the market and look into the future demands to mention the basics.

StartupTalky • Ashwini

Akanksha Sharma, Co-founder and CEO, CITTA

At [CITTA](#), we resonate with the spirit of Kaalratri during Navratri, embracing change and transformation with unwavering strength and determination. Our journey parallels the goddess's fierce resolve. Just like Kaalratri, we've fearlessly crushed negativity and replaced harmful chemicals with pure, gentle ingredients in our products. We've harnessed the power of innovation, creating eco-friendly, sustainable packaging to protect our little ones and Mother Earth.

Like the goddess's powerful image, our brand stands tall, rooted in purity, delivering tender care with strength. We stride forward with resilience and empowerment, embracing change to deliver the most luxurious and nurturing care for your baby.

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

Accepting change and evolution is like unleashing strength within your mission, just like Kaalratri's powerful spirit. It's about adapting to the changing environment of what we do and systematically knocking down outdated practices that no longer serve us.

True power and innovation emerge through this shift. For instance, we embraced many technological upgrades that drove our businesses' operations to run more smoothly. We faced it head-on, made an [investment in our team's training](#) to realise their full potential, and modernised our systems. This step not only brought about a flood of innovation and efficiency that spurred us forward but also streamlined our operations.

Naina Ruhail, Founder and Co-CEO, Vanity Wagon

Our business has thrived by embracing change and transformation with flexibility in our operations while remaining resolute to our vision. Our focus shifts as per the needs of our customers. For instance, the change in weather calls for a change in skincare routine, hence we design our major campaigns according to the most suitable products required for that particular season.

I've learned that navigating change requires not just adaptability, but the courage to see it as an opportunity for new beginnings. Business evolution is the result of embracing change with both strength and determination.