

# National E-Commerce Council, WICCI



**WOMEN'S INDIAN CHAMBER  
OF COMMERCE AND INDUSTRY**  
[www.wicci.in](http://www.wicci.in)

# Council Vision & Mission

The Council will develop broad guidelines, plans and strategies aimed at promoting representation of women in the e-commerce sector, encourage & empower them to venture into e-commerce.

Create an online platform providing advice & support for women in the e-commerce sector, to educate & make them aware of the funding, opportunities & government support available to them.

Create Networking opportunities for existing ventures, so they can collaborate, use each-other's online platform & benefit mutually.

Collaborate with government bodies, ministries, chambers, universities and non profits.

Organise delegations and exchange with industry forums and other business chambers.

*Welcoming  
Council Members to  
WICCI*

*President, Vice President  
and 20+ Nominated  
Council Members*

# ANU HANDA

## NATIONAL PRESIDENT, E-COMMERCE COUNCIL, WICCI

Anu Handa co-founded her e-commerce venture [www.mosaicdesigns.in](http://www.mosaicdesigns.in) in 2009, providing entrance preparation material for Design & Architecture exams across India. She specializes in ethical SEO & her website, with more than 1,000 keywords appearing in Page 1 of Google Search results, receives 10,000-15,000 organic monthly traffic.

She has been the lead blog writer at [www.mosaicdesigns.in](http://www.mosaicdesigns.in) since 2009. Her educational background in Interior Design, Urban Planning and the English Language has given her a broad base to cover a range of topics in her articles. She has spent 15+ years training Design & B.Arch Aspirants for entrance exams.

She has briefly worked with Annamalai University as a paper setter for Design Exams. Likes to write about Design, Architecture and related fields, on online platforms. She identifies herself as an Edupreneur & aims to challenge the conventional & age old teaching methodology.



# SHIKHA SHARMA

NATIONAL VICE PRESIDENT, E-COMMERCE COUNCIL,  
WICCI

Shikha Sharma is the founder of [www.toytoys.in](http://www.toytoys.in), (a toy library) with a demonstrated history of working in the think tanks industry. Skilled in Business development, Brand Development, Client Servicing, Customer Service, Planning, Vendor management, Concept development and implementation, Product development and implementation, Inventory management with a total experience of 8 + years. Experience of working in Rediffusion, Percept group, Jagran Engage and Jumbo king in Marketing. Shikha has done her PGDM in marketing from IILM institute Gurgaon and BCom from Delhi University.



# ISHITA SAXENA

MEMBER, NATIONAL E-COMMERCE COUNCIL,  
WICCI

Ishita Saxena is India's only Certified Soapmaker from Handcrafted Soap and Cosmetic Guild, USA and also an internationally certified clinical Aromatherapist alongwith certification in herbalism, use of Natural Oils in Skincare.

Ishita did Oil and Gas MBA alongwith an engineering degree in Computer Science. After working in corporate world for 8+ years, she set up her e-commerce skincare venture Arezou-The Skin Rituals at [www.arezou.in](http://www.arezou.in)

She uses her experience and expertise to curate customized skin rituals for her clients, by formulating products which are handcrafted using organic, gluten free, natural ingredients and are made to order for each individual.

Arezou is a sustainable and environment conscious brand where the focus is on helping clients' achieve their skin goals naturally!!



# SINDHUJA KUMAR

MEMBER, NATIONAL E-COMMERCE COUNCIL,  
WICCI

Sindhuja Kumar is the co-founder of PlayDoKids-[www.playdokids.com](http://www.playdokids.com), a leading online marketplace that connects non-academic kids activity providers with parents who seek the same services. PlayDoKids is incubated at NASSCOM - K Tech Innovation Hub, Bangalore. She specializes in Data-driven Digital Marketing specializing in using behavioural economics and decision design to drive consumer decision making. She is an e-commerce specialist and has more than nine years of experience in designing and implementing marketing strategies for leading e-commerce brands. She is also a creative content writer and digital illustration artist and an author who has published a parenting book "Raising the Global Mindset" by collaborating with other writers.



# GARIMA AGGARWAL

MEMBER, NATIONAL E-COMMERCE COUNCIL,  
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Garima Being a Mom herself, felt qualified to understand what new mothers require when they step into a new and sometimes, overwhelming, phase of their life. She decided to use her education, experience and abilities to make a difference to the concept of motherhood. And became a Mompreneur and that very day, The Baby First Box – [www.thebabyfirstbox.com](http://www.thebabyfirstbox.com) her venture was launched. Garima holds a Post Graduate Degree in Management, (Human Resources). She brings to the table more than a decade of experience in Training Delivery, Content Development & Training strategies. She is a certified trainer & Instructional designer who has worked in industries like BFSI, Telecom and Education.





# DIVYA TIWARI

MEMBER, NATIONAL E-COMMERCE COUNCIL,  
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Divya Tiwari is a seasoned content specialist with over 20 years of corporate work experience. She holds an MBA degree from IIM Indore along with Triple Masters Degrees in Development Studies, Media Business Management, and Philosophy respectively. She is certified by the Internet and Mobile Association of India on Digital Marketing. She has worked in various capacities with National and International NGOs, Top Corporates, and several Ministries for projects that range from Training, Capacity Building, E-Learning, to Media and Communications. She has experience working with large teams spread across various geographical locations, interacting with overseas clients and handling multiple projects at the same time. She is a visiting faculty in a private University in NCR teaching Philosophy, Communications, and Media Studies to undergraduate students.



# FATIMA JADLIWALA

MEMBER, NATIONAL E-COMMERCE COUNCIL,  
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Currently Fatima is on an entrepreneurial journey, working on her startup venture which is a B2C Marketplace for Indian Handicrafts, expected to go live shortly. Being the sole founder, she is playing multiple roles required for the successful business launch and operations. Fatima has had an experience of diverse roles in the past 15 years.

She is a Science graduate (Chemistry) and an IATA certified professional by education. She has worked in the admin and operations department of an NGO named Action for Social Department (ASA). She has worked with an airline BPO for ticket auditing for various international airlines and later moved to their disputes team owing to her good analytical skills.

She has worked as a freelance academic writer for subjects on Business Management and Administration for graduate and post graduate level for clients based out of the UK.



# NITASHA KUMAR

MEMBER, NATIONAL E-COMMERCE COUNCIL,  
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Ms. Nitasha Kumar is Founder and Communication Director at WeeTalk, which is a global online public speaking and personality development program for kids.

She is the Founder Vice President of Smedley Speaker society, and Rural Toastmasters club, affiliates of the public speaking and leadership organization, Toastmasters International. She has designed and delivered public speaking workshops for young teens at public schools in New York, USA.

Nitasha is a graduate of the Faculty of Design, CEPT University. Her career, spanning over 18 years involves design and management expertise of over 50 Raymond retail stores, all over India and some large corporate projects including a 200,000sft production plant for GlaxoSmithKline. A successful entrepreneur, she is also the principal designer and owner of New York based "WeePaint", a sensory art program for little kids.



# SUPPORTED BY

WICCI is supported by the massive global networks of ALL Ladies League (ALL), Women Economic Forum (WEF), and SHEconomy.

ALL is a movement of 'Sisters Beyond Borders.'

WEF is a platform for 'Business Beyond Borders.' SHEconomy is e-commerce for women worldwide in Goods & Services for 'Commerce Beyond Borders'



[www.wicci.in](http://www.wicci.in)



[www.aall.in](http://www.aall.in)



[www.wef.org.in](http://www.wef.org.in)

[www.sheconomy.in](http://www.sheconomy.in)

**SHECONOMY**

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