

# WICCI Start-Up Council



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

# Council Vision & Mission

## Vision:

Enabling women led startups establish and scale businesses through our guidance and support thus providing equal opportunity to not just thrive but realise their full potential in the ecosystem.

## Mission:

To act as a catalyst by providing access to resources and creating awareness about the existing government framework support provided to women led startups pan India

To empower women through various initiatives thus creating an environment of inclusion and diversity in the ecosystem

*Welcoming  
Council Members to  
WICCI*

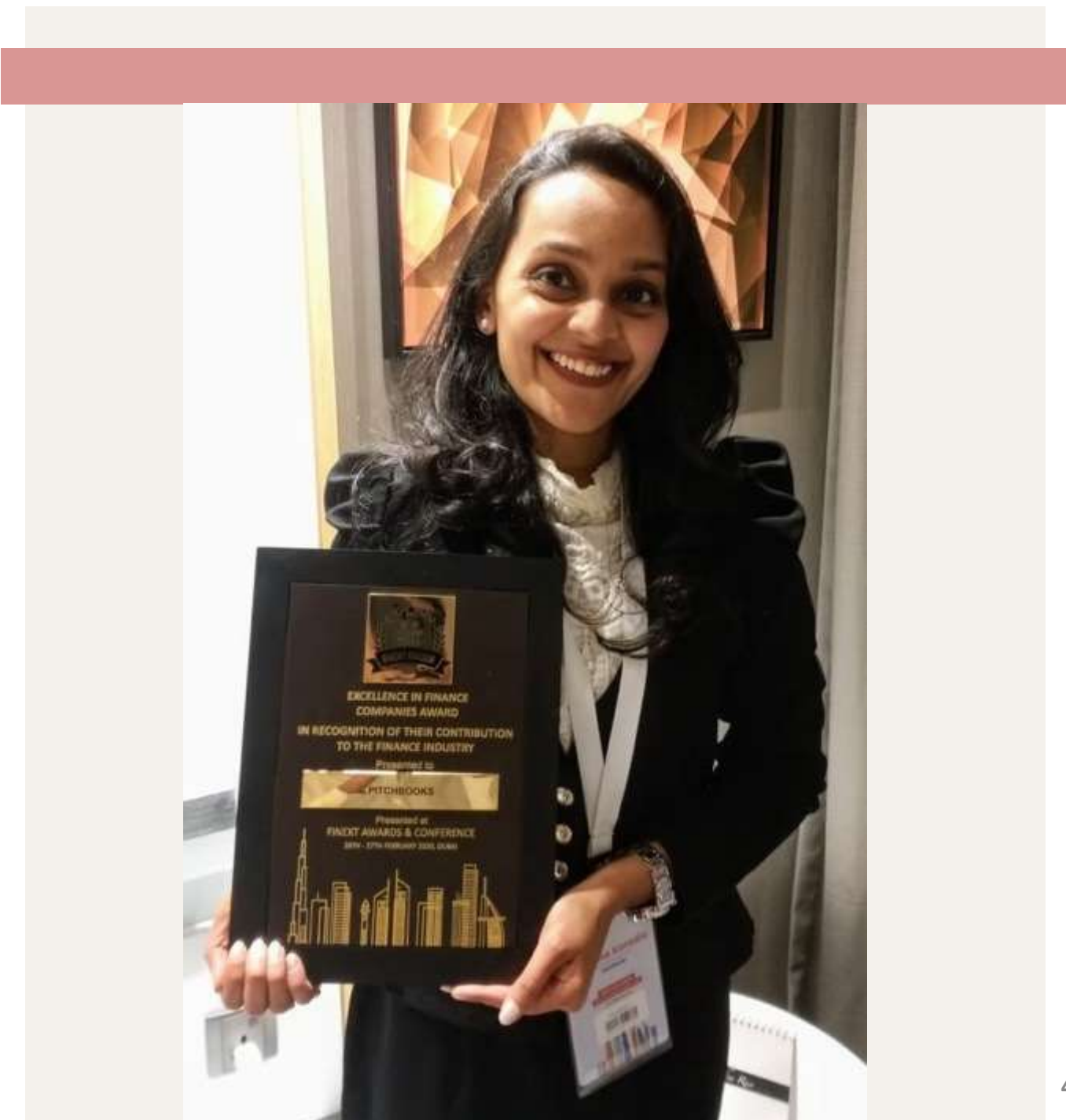
*President, Vice President  
and 20+ Nominated  
Council Members*

# Urvisha Koradia - President

START-UP COUNCIL WICCI

Urvisha is the Founder and CEO of Pitch Books (OPC) Private Limited. She is a passionate entrepreneur, leading her venture since 2014 to accomplish dreams of many startups across various industries. With more than 10 years of experience in the financial sector she has successfully helped raise more than \$10million. She has worked with global companies in different fields with top level management as well as boutique investment banks and venture capitals.

Her previous experience includes Analyst position at JPMorgan Chase Investment Bank, actively involved in identifying deal opportunities for M&As. She has also been a project manager at Retina India where she helped visually impaired students get access to readers and writers, thus enabling them to even find jobs and be independent.



# Shreelakshmi Dinesh - Vice President

COUNCIL MEMBER, START-UP COUNCIL WICCI

**Shreelakshmi Dinesh is the co-founder of Ignito Energy.**

**A hydrogen technology company on a mission to provide cleaner alternate energy solutions.**

**She has previously held positions in the IoT industry.**

**Shreelakshmi graduated as an electronics systems engineer from Lancaster University, UK, in 2012 and is a member of IET, (Institute of Engineering and Technology).**

**Shreelakshmi is passionate about sustainable solutions, technology for good and mental health. And is a certified yoga instructor and practitioner.**



# Arpana Aeron

COUNCIL MEMBER, START-UP COUNCIL WICCI

Being from the technology, finance and marketing background Arpana has been a part of various startups and currently with Consortin and Ubmatic Technologies.

She has worked in various product based companies, as well as services companies and has had exposure to complete lifecycle of the software products and services.

Arpana has over 10 years of corporate experience while she has been actively involved in been working with Startups and Venture Capital firms since the past 7 years.

Her educational qualification includes MBA and Gold Medalist/ Topper BE (Electronics & Telecom)

She understands businesses and the objectives to create opportunities



# Ruchira Gole

COUNCIL MEMBER, START-UP COUNCIL WICCI

Being the Founder & CEO of business incubation company, Thrivemax, Ruchira is working towards creating a robust ecosystem for new as well as existing start-ups and companies. She possesses more than 5 years of work experience in the domains of Audit, Legal, Compliances and Taxation. A problem-solver and go-getter, Ruchira is focused on being a catalyst in supporting local businesses to transform into global companies. From the age of 15, she has also been working as a volunteer for the Art Of Living Foundation. She holds a Master's degree in Accounting & Finance from the University Of Mumbai. She has also completed the Entrepreneurship In Emerging Economies online course from Harvard Business School. Passionate about business, she is resolute on her endeavour of mentoring tomorrow's leaders and empowering women entrepreneurs.



# Urjita Kshatriya

COUNCIL MEMBER, START-UP COUNCIL WICCI

**Urjita is the Founder & Managing Director of Idecution Marketing Studio LLP**

**She launched Idecution to help SMEs & Startups utilise the benefits of digital solutions, without being hampered by the lack of exposure/knowledge/time.**

**She has over 19 years of experience in various roles involving a rich mix of disciplines like customer service, sales, technology, and marketing.**

**Her interests include reading, dancing and travelling to nourish her soul.**





# Ritika Verma

COUNCIL MEMBER, START-UP COUNCIL WICCI

A special needs advocate Ritika is the founder of Reaching and Enabling You, an end-to-end diagnosis management platform, with a vision to enable persons with special needs at all life stages. I'm a mother to a two and a half year old son, who happens to have Down Syndrome, and I'm learning all about parenthood along the way.

In 2009, she launched her first social-entrepreneurial venture of an online magazine, Youth Leader India, an official project of UNESCO's decade of education and sustainability development. The project was awarded best online volunteer work in 2010.

A seasoned content and writing professional with 12+ years of experience with media agencies, socio-entrepreneurial ventures and print publications based in India, the UK, and Australia, she continues to combine my love for storytelling and digital as a medium with my passion for social development.



# Vanshika Mehta

COUNCIL MEMBER, START-UP COUNCIL WICCI

Vanshika Mehta is a marketing and brand strategist focusing on creating, building and expanding brands using tactical and purposeful communications.

She graduated with a Bsc. in Marketing and Management from Northeastern University in Boston, and has professional experience spanning 5+ years across domains and countries.

After working in corporate since she graduated, in 2020 she took the leap of faith and started her own consultancy business. Her ethos has always been to work with brands that cause positive impacts to their audiences.

Her last stint was with Sqrri Fintech in 2019 where she was heading brand and communications. Since then, she's worked on 70+ global projects within industries such as EdTech, FinTech, FCMG, FoodTech, SaaS and HealthTech.

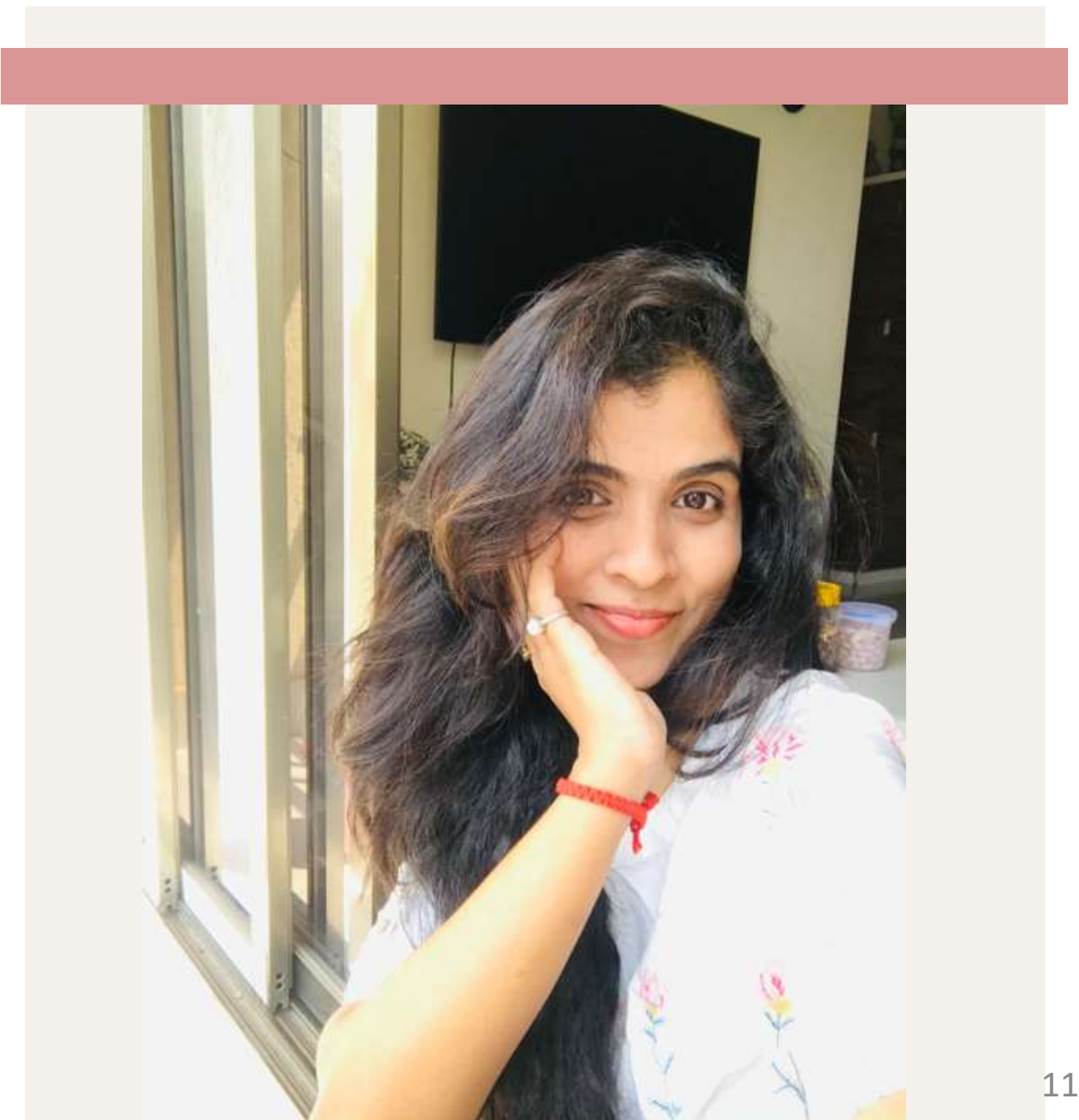


# Shrddha Shetty

COUNCIL MEMBER, START-UP COUNCIL WICCI

Shrddha is the Founder of Hygiene HopHer, a startup ideated to facilitate hygienic, comfortable and secure options for short relaxation breaks for urban women traveling by road in India, selected for mentoring and preincubation by leading Incubators CIIE CO IIM Ahmedabad and NSRCEL IIM Bangalore to convert idea into go to market solution.

A Post Graduate in International Business Strategy from IIFT and Computer Engineer from Mumbai University, she has 7+ years in corporate world in providing strategic business consulting for clients of diverse sectors for renowned MNCs such as Accenture and Capgemini, she was also actively involved in volunteering activities for supporting women employee retention in corporate workforce and was constantly awarded "Best People Developer" award and Star Bravo award during her corporate stint.



# Amita Bais

COUNCIL MEMBER, START-UP COUNCIL WICCI

Amita is the Founder & Managing Partner at e-Legal.in, a law firm head quartered in Delhi providing dedicated Technology, Cyber & Privacy Law Advisory to its clients who mainly tech-based enterprises, start-ups and e-commerce businesses. She is a lawyer, entrepreneur and business consultant. She has also founded 'AYTA' with an ambition to provide end-to-end business support services to entrepreneur in India. She has founded addSearch.in which provides desired research & drafting to various professionals such as advocates, researchers, academicians, chartered accountants, including law firms, government departments, ministries etc. She has mentored and advised various start-ups in various industries such as Restaurant & Food truck, Eco-Friendly Products, Home-made Beauty Products, Tech Platforms, Crypto/ Digital Currencies etc. She graduated from National Law University, Raipur with honours in Business & Constitutional Law and has also represented many clients before Supreme Court, High Courts and Tribunals



# Shivani Divecha

COUNCIL MEMBER, START-UP COUNCIL WICCI

Shivani is the Founder and Chief Content Curator of The Story Brewer. She has coached and trained more than 500 leaders, entrepreneurs and TEDx Speakers in crafting narratives and storytelling techniques for keynotes, talks and various events.

With content being at the core of the services, she is working with entrepreneurs and individuals to build their personal brand across digital platforms, media engagements and building their IP properties such as webinars, podcasts etc.

Some of the speakers she has curated include Mr. Harsh Mariwala (Chairman - Marico Ltd.), Ms. Kiran Mazumdar Shaw (Chairman - Biocon), Mr. Rajiv Bajaj (MD - Bajaj Auto), Mr. Sourav Ganguly (Cricketer), Mr. Rahul Dravid (Cricketer), Ms. Sonali Bendre (Bollywood Actress) and many more.



# 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**

# COUNTRIES REPRESENTED

Albania, Angola, Armenia, Argentina, Australia, Azerbaijan, Bangladesh, Brazil, Burundi, Cameroon, Canada, Chad, China, Costa Rica, Croatia, Cyprus, Czech Republic, Colombia, Ecuador, Egypt, Ghana, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Italy, Israel, Ireland, Japan, Kazakhstan, Kenya, Kyrgyzstan, Lesotho, Luxembourg, Malawi, Malaysia, Mexico, Moldova, Monaco, Montenegro, Morocco, Mozambique, Malta, Netherlands, Nigeria, Nepal, New Zealand, North Macedonia, Norway, Paraguay, Portugal, Peru, Puerto Rico, Philippines, Qatar, Romania, Russia, Rwanda, Serbia, Singapore, Slovenia, Spain, South Africa, South Korea, Suriname, Sweden, Switzerland, Syria, Tunisia, Turkey, Uganda, Ukraine, UK, Uruguay, Venezuela, Vietnam, Virgin Islands (US), UAE, USA, Uzbekistan, Zimbabwe.<sup>5</sup>



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