

WICCI (WEST BENGAL) DIVERSITY & INCLUSION COUNCIL

**WOMEN'S INDIAN CHAMBER
OF COMMERCE AND INDUSTRY**
www.wicci.in

Council Vision & Mission

VISION

We envision to connect the diverse art and Crafts of West Bengal to the mainstream by creating awareness of the unique nature of the handmade which represent the traditional and rich heritage of India.

We aspire to empower artisans by preserving, promoting and bringing visibility to the traditional practices and processes of the handmade industry, which organically fulfills the SDG goals for a sustainable world.

MISSION

As a social enterprise, WICCI WB D&I will strive to connect the youth to the richness of the craft by promoting in educational institutes via seminars and educative drives.

To bring the stories of the artisans to the consumer to bridge the gap and highlight the place of pride the “sunset industry” deserves.

To promote the authenticity of the GI tagged craft. Our hope is to collaborate with the local and national bodies to provide livelihood, support specially to the women working across the entire value chain.

*Welcoming
Council Members to
WICCI*

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

VANITA RUNGTA, PRESIDENT, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

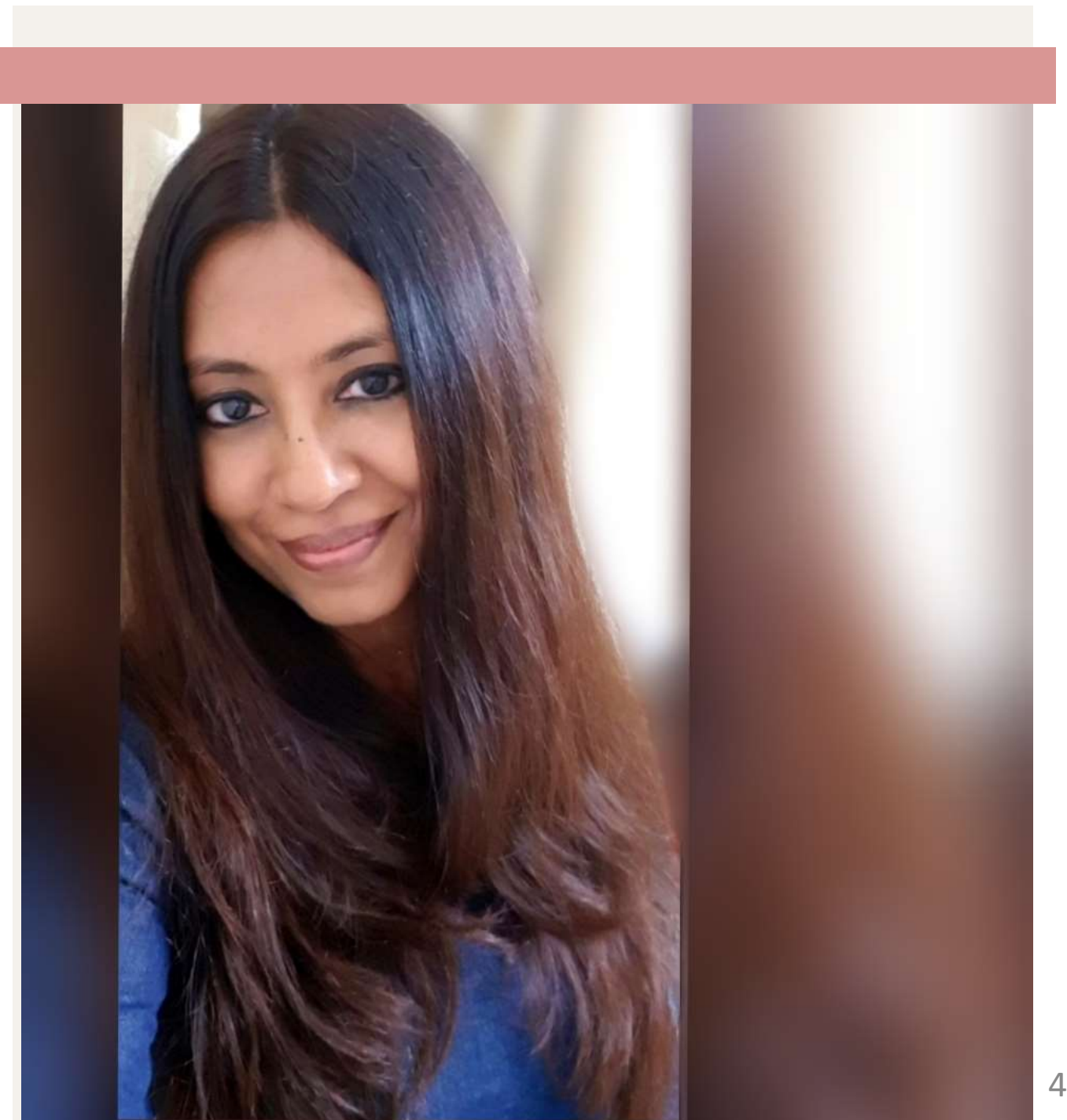
Vanita Rungta, born in Kolkata, has graduated in Political Science from St. Xavier's College, Kolkata. She has lived in multiple cities and two countries and adapted to the cultural and social ethos. An avid traveller, she enjoys reading and theatre. She is a founder member of a theatre group called "Theatricians".

Highly committed and responsible, she has a comprehensive breadth of experience having handled a gamut of assignments for the last 26 years. Creativity and an eye for beauty led her to embark on an entrepreneurial journey as an interior designer after having worked almost eight years in audit and advisory services.

Currently, she is a volunteer with Creative Dignity where she strives to provide a sustainable ecosystem for the artisans through immediate relief and long term scalability. Post pandemic, she has been working to connect artisans to online marketplaces, teaching them photography and helping design catalogues for them. After the second wave she has personally overseen the distribution of food and medical kits to more than 1000 families in West Bengal.

Vanita has devoted herself to the empowerment of artisans, standing up for an inclusive future for them, inspiring a lasting change in their communities.

Vanita strongly believes in the philosophy of "Ubuntu" or "humanity towards others". Each person is unique with different strengths and skills and through mutual support they can help each other to complete themselves. Her parents inculcated in her qualities of empathy and kindness. That we achieve ourselves by sharing ourselves with others, and caring for those around us. "Ndiri nekuti tiri" - I am because we are.



PARUL BAJORIA, VICE PRESIDENT, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

Parul Bajoria, a fashion designer, is the founder of social enterprise Miharu. Miharu works towards helping rural artisans and reviving dying ancient art-forms of Bengal like Dokra and Baluchari by combining traditional art forms with contemporary utility products. Started in 2013, Miharu has been supplying to retail giants like FabIndia, E-marketplaces Okhai, Unicefusa.org and many more.

Parul is the recipient of “FOSMI Outstanding Women Entrepreneur Award” from the hands of Former President Late. A.P.J. Abdul Kalam. Parul and Miharu were also featured among Top 100 successful women enterprises in the compendium released by the MSME Minister Shri Nitin Gadkari.

Parul was the finalist of the unique Entrepreneurship reality show EGIYE BANGLA by West Bengal Government and was featured on Television. Her story has been featured on Times Now, Amazon Saheli Seller, Anand Bazaar Patrika, SPAN magazine of USA, Yourstory and many such places.

Parul belongs to the reputed Bajoria Family from Bankura which are in business for more than 100 years. She is involved in various philanthropic activities and a proud member of Ficci Flo, Rotary Club, Marwari Mahila Samity.

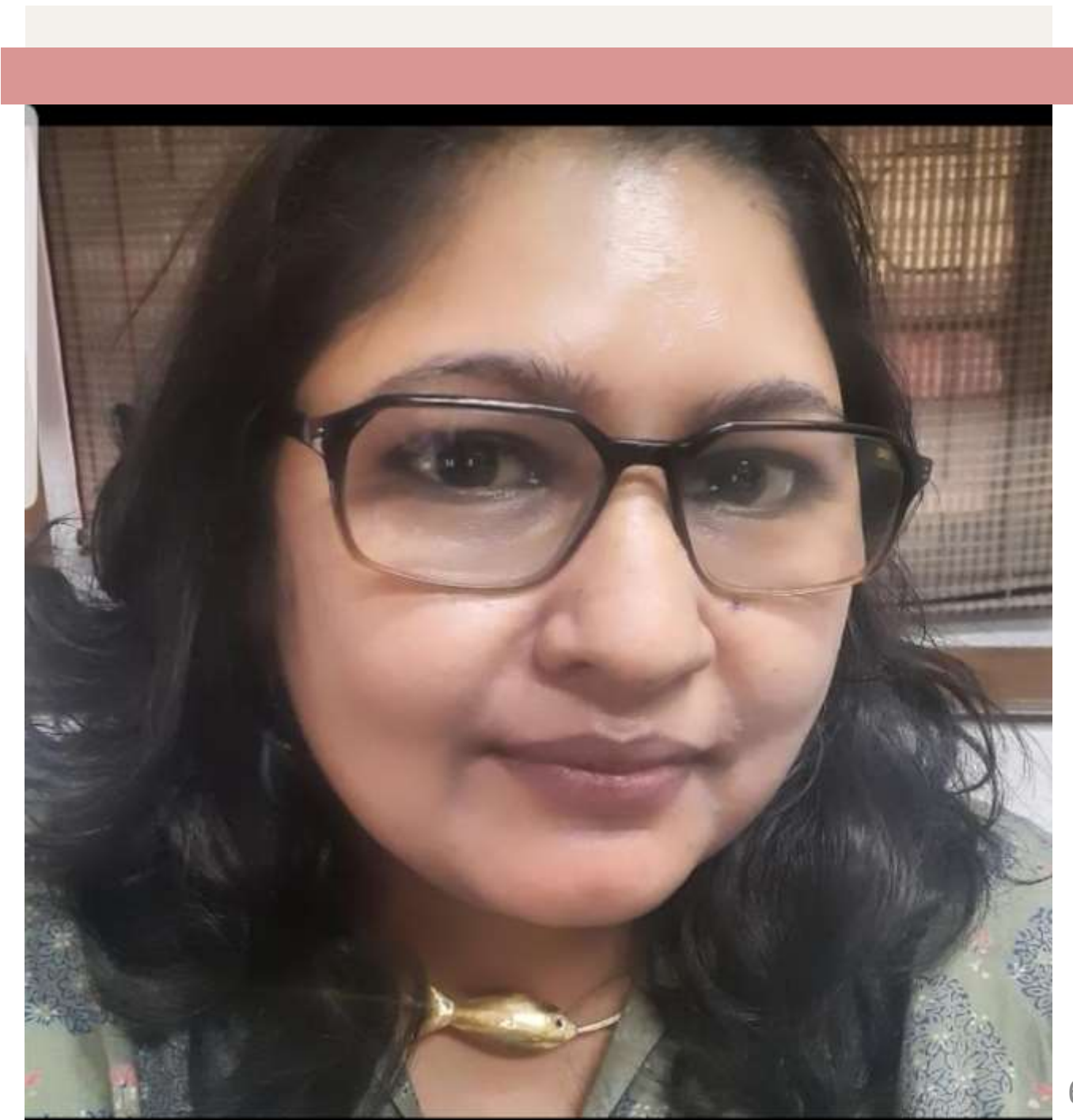
Website: www.miharu.in



SUJATA GOSWAMI, COUNCIL MEMBER, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

Sujata Goswami is an Executive Director at SASHA and has over fifteen years' experience in the Development sector. She is a Gold medallist in PG in Development studies,

An ex-officio member of the Executive Committee of Sarba Shanti Ayog, a Trustee with Ruro Agro Services Association and permanent invitee to the Managing Committee of Sasha Association for Craft Producers, Kolkata. Formerly on the Global Gender Working Group of the World Fair Trade Organization (wfto.com). Present convener of the Gender Working Group in WFTO (Asia). Sujata Goswami's experience & expertise lie in the Handicrafts & Handloom sectors, Fair Trade, Micro-enterprise development, Livelihood promotion, Action Research, Social Audits & Certification, and Financial Education & Inclusion etc. She has keen interest in Gender, Natural Resource Management, Training & Capacity Building of MSMEs, Monitoring & Evaluation, Mentoring of small producers & social enterprises, Research and Documentation. She also has three years of experience in teaching from Bhavan's Kesari Devi Kanoria Vidya Mandir, Renukut, U.P.



SUDAKSHINA SINHA BANERJEE, COUNCIL MEMBER, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

Sudakshina Sinha Banerjee is an alumna of Baroda Art College and IIM, Bangalore and the co-founder of Studio Coppre, where she leads the marketing outreach efforts. Recently her social enterprise received the first Shilp Udyam Samman by AIACA. (All India Artisans and Craftworkers Welfare Association) for Save the Craft, category.

She has coalesced her 20+ years of experience in MNCs in the fields of marketing, branding and social responsibility and her passion for heritage, Indian crafts and sustainability at Studio Coppre, which she founded with her other partners. As a social entrepreneur, she merges her professional skills in the corporate sector with her dual passion of reviving art genres and creating social impact.

In the post-Covid world, she is passionate about providing livelihood opportunities in many more artisanal clusters by optimising teams and processes, introducing design interventions, and creating forward linkages to new markets, to sustain India's traditional crafts.



SIULI MUKHERJEE COUNCIL MEMBER, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

Siuli Mukherjee was born and brought up in Durgapur, West Bengal, India. She is settled in Durgapur and runs a flourishing business in the city.

Along with her spouse, Anupam, she established a Management College named DSMS (www.dsmsindia.org) in the year 1990. The college offers various full time Management courses at the UG & PG levels and is affiliated to the KAZI NAZRUL UNIVERSITY, ASANSOL, WB. & WB university of Health Sciences, Kolkata.

We also own and operate a multi-cuisine restaurant in Durgapur & a Thai cuisine specialty restaurant at Asansol.

There are over 250 people working at our college and restaurants.

Siuli is actively engaged with other social organizations, being an active member of Rotary International District 3240.



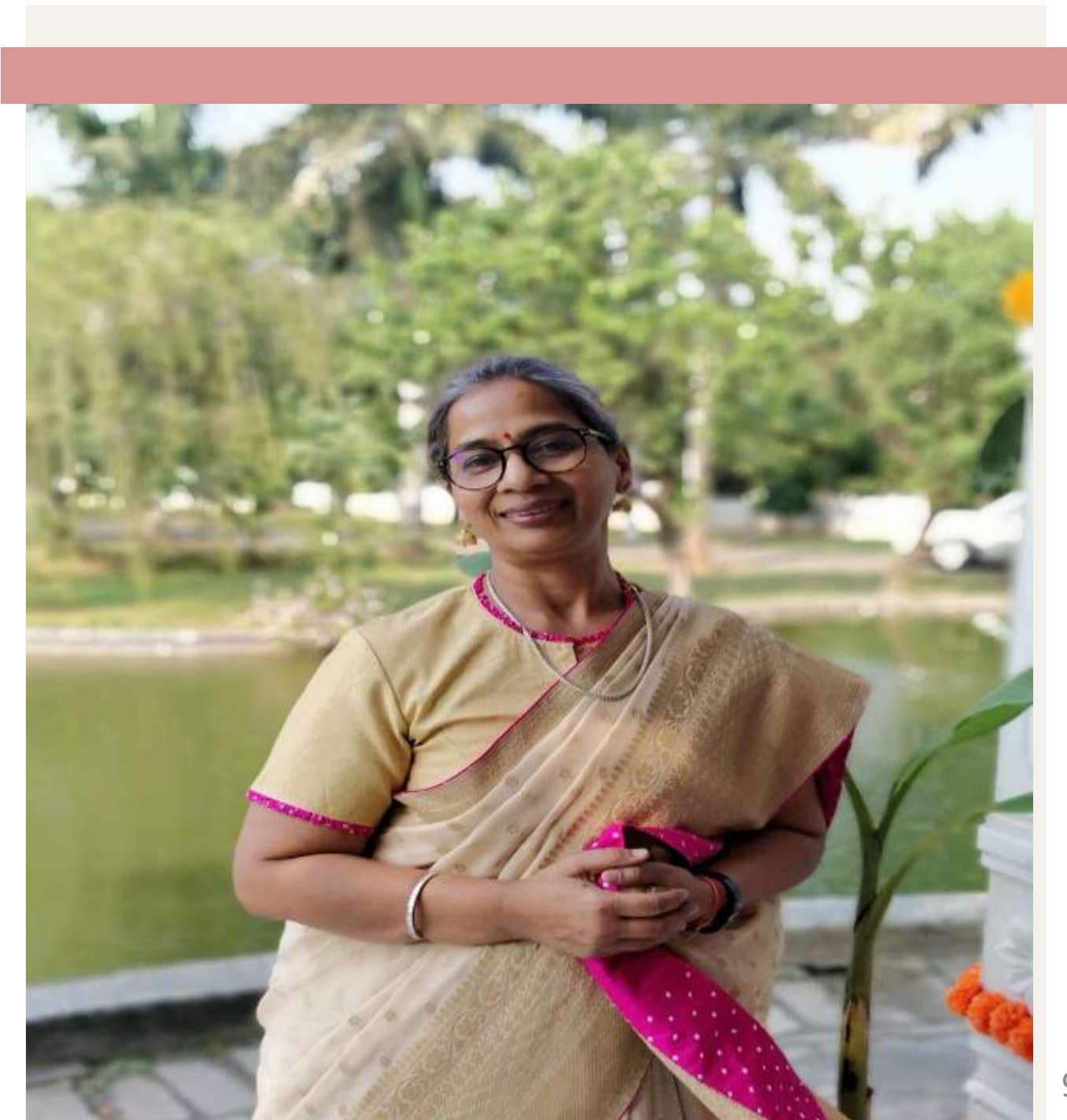
SAPNA PATWARI, COUNCIL MEMBER, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

Ms. Sapna Patwari is a 1st generation Entrepreneur and the Co-founder of Pinnacle Infotech Solutions. As a Partner at Pinnacle Infotech Solutions, she manages the senior core team of Human Resource and Administration departments. She is actively involved in Business Policy initiatives, Human Resource planning and development as well as Corporate Social Responsibilities.

Ms. Patwari has been at the forefront of People Development Engineering and Management, making HR a strategic partner in developing a strong talent pool. She is now moving HR into a Value based Engineering discipline and Innovative Ethical practice area. She mingles Operations and People Development holistically as is required in tapping the new age knowledge-based market.

Ms. Patwari has travelled widely and attended technical conferences and exhibitions like IRGA and ASHRAE in USA. She is a chartered member of TiE India. She has been actively involved with several NGOs, charity organizations and professional societies like HOPE, Akshay Patra, Mahila Samiti and Inner – Wheel Club. As needed, she works with local organizations to provide relief to communities affected by natural disasters.

EDUCATION • MDP, 2008, IIM Ahmedabad • SMEP, 2007, IIM Ahmedabad • Bachelor of Commerce, 1992, The University of Burdwan.



SHALINI MASKARA, COUNCIL MEMBER, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

Shalini Maskara was born in a renowned business family of Kanpur. She did her schooling from St. Mary's Convent and MGD Girls High School, Jaipur. She completed her graduation from Christ Church College, Kanpur. She pursued her articleship at Mittal Gupta & Co. where she obtained exposure in Audit & Assurance Services, pan India.

She is now a practicing Chartered Accountant at a Leading CA Firm -P.C.Maskara & Co., Siliguri. She handles the Corporate Law Division of the Firm.

CA. Shalini also holds Post Graduate Diploma in Information Systems Audit and Certificate in Forensic Audit & Fraud Prevention (ICAI).

She is an active member of Inner Wheel Club of Uttorayon.



SANGEETA SEN, COUNCIL MEMBER, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

Sangeeta Sen is a designer with extensive experience in working with artisans across various states of India, to churn out handmade garments. She has worked with renowned brands like Indi Store, Fabindia, Sears International.

Her motto has been to help in empowering people in the rural or backward sector and assisting artisans reach larger markets through design intervention. She has helped revive traditional block prints, embroideries and Tie and dye crafts of Rajasthan. Has worked extensively with Dhurrie weavers and jutthie makers. Revived Chanderi from Madhya Pradesh. Alongside, Sangeeta has been instrumental in identifying the correct crafts & the masters of that craft and convert traditional crafts into designs for foreign markets.

In addition to being an ace designer, Sangeeta is also a trainer, educator and consultant and has conducted several design and skill upgradation workshops across the country. She is a visiting faculty at Kerala State Institute of Design, NIFT (New Delhi), Sushant School of Design and NID, Kurukshetra.

Sangeeta is an alumnae of NID, Ahmedabad.

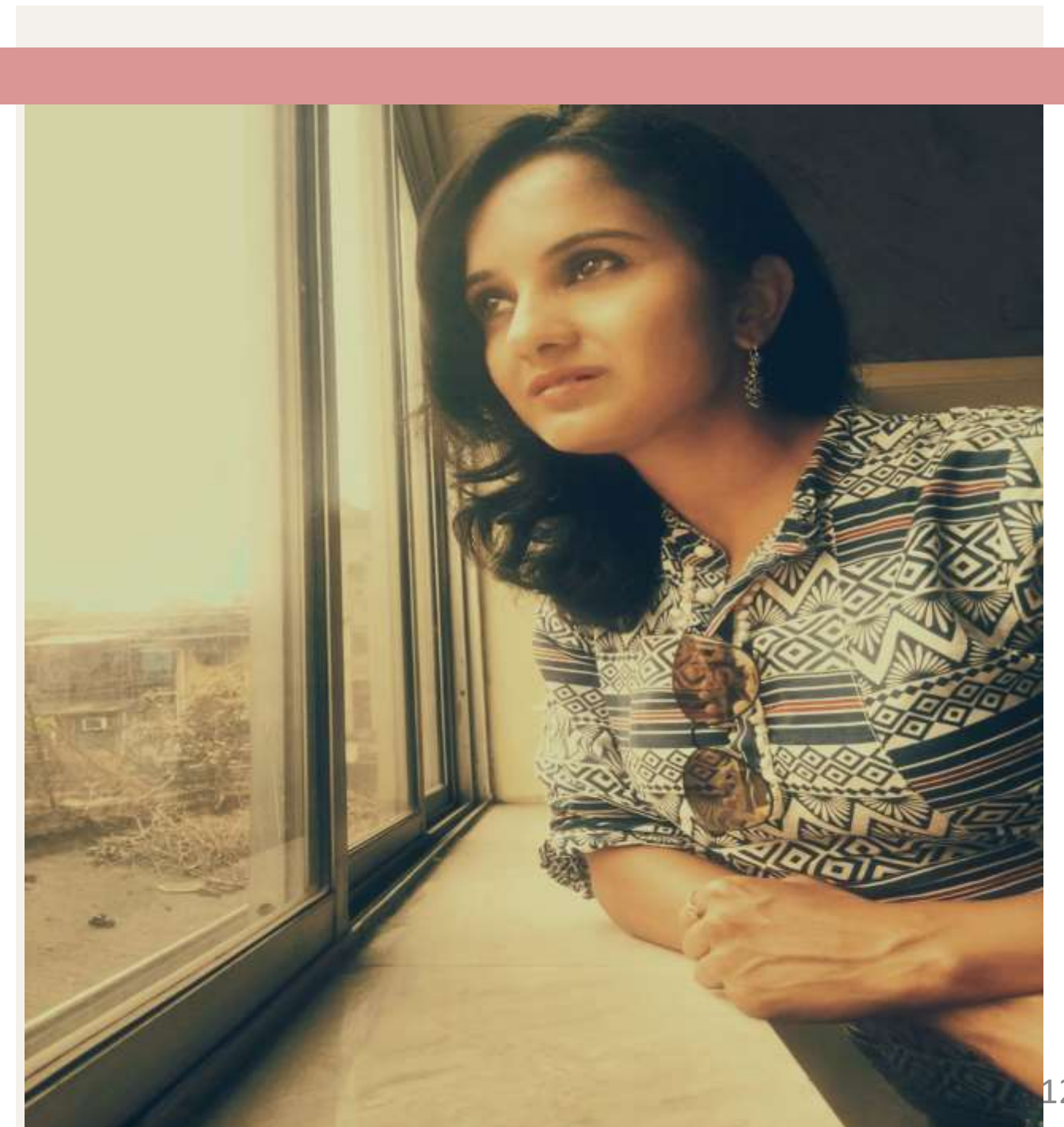
Sangeeta is a three-time gold medallist in Bharatnatyam and loves reading, writing, watching plays and films. She is an avid traveller who enjoys visiting new destinations and meeting people.



R PREMA RAJARAM, COUNCIL MEMBER, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

R Prema Rajaram is a Special Correspondent at India Today based out of Kolkata. Her mantra is that there is no end to learning and exploring new horizons, in whichever field one may choose. She believes in learning and contributing at each step. Though her professional experience has been primarily in broadcast media, she believes that each organization functions differently and hence has something new to offer. Her work-experience spans a whole gamut that includes networking, news gathering, on spot decisions and effective communication.

She is dedicated to fitness and has participated in several marathons and long-distance cycling.



AMRITA GANGULY, COUNCIL MEMBER, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

Amrita Ganguly :Head Partnerships,Tata Steel Foundation- Being a compulsive dot-joiner and pattern-finder, content and communication to me are as much about a strategic intent as they are about meaningful engagement.

With this approach, it's been an easy ~ 20-year journey across niche-interests, platforms, category-leaders and even industries.

The challenge, and one must always set one up, posed itself with each new cycle of recreating a customised solution that would leave an impact.

From the front-line, I first saw Photography leap towards Digital from Analogue (Edited the Times Journal of Photography in 2004), saw the exposure of a virgin generation to a digital-first world (Headed Disney Children's publishing in 2009) and applied the best practices that I learned from the biggies like TOI/BBC/Disney to running my own firm for a few years. Change is inevitable, so having worked in Media/Mumbai for 15 years, I shifted to a new role, organisation and industry in a new geography in 2015.

To create an Enterprise narrative for the global footprint of a strong legacy brand, to engage with each faction and consolidate, to decode the geographic nuances of diverse locations (from UK to Odisha), to shift from mainstream communique to industry-specific lingo, to bring in creative freshness with systematic planning and to coherently set up a comprehensive strategy for not just the immediate future but for a long time to come. To create digital infrastructure hand in hand with digital literacy. It's not just a challenge, it's a veritable boot camp.

Academic insights and hands-on learning make for a potent combination, but what actually cracks the code is an undiluted hunger to learn. I wish to keep that appetite forever whetted.



DIA BOSE SENGUPTA, COUNCIL MEMBER, DIVERSITY AND INCLUSION, WEST BENGAL COUNCIL WICCI

Dia is an IT professional and also completed Master of Business Administration - focused on International Business from St. Xavier's College and pursuing Ph.D. in Management from Amity University.

She is currently working as a Release Manager (Salesforce DevOps), experienced Salesforce Consultant & Veeva CRM with a demonstrated history of working in the information technology and services industry. Skilled in Salesforce.com Development, Certified Salesforce.com Developer, Salesforce.com Implementation, Salesforce.com Administration, Salesforce Sales Cloud and Service Cloud . Also completed the Veeva CRM certification and also have knowledge of Veeva Vault.

Dia is a State Gold medallist in sabre sword fencing, rifle shooter and trained in classical dance.



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'



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www.wef.org.in

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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.

