



A Trillion Reasons To



April 15th, 2025



Aspire For Her



Vision

Impact 1 million+ women and add \$5B to India's GDP through increased participation of women in the workforce by 2025



Mission

Create a generation of financially independent women by turning every woman's career aspiration into action



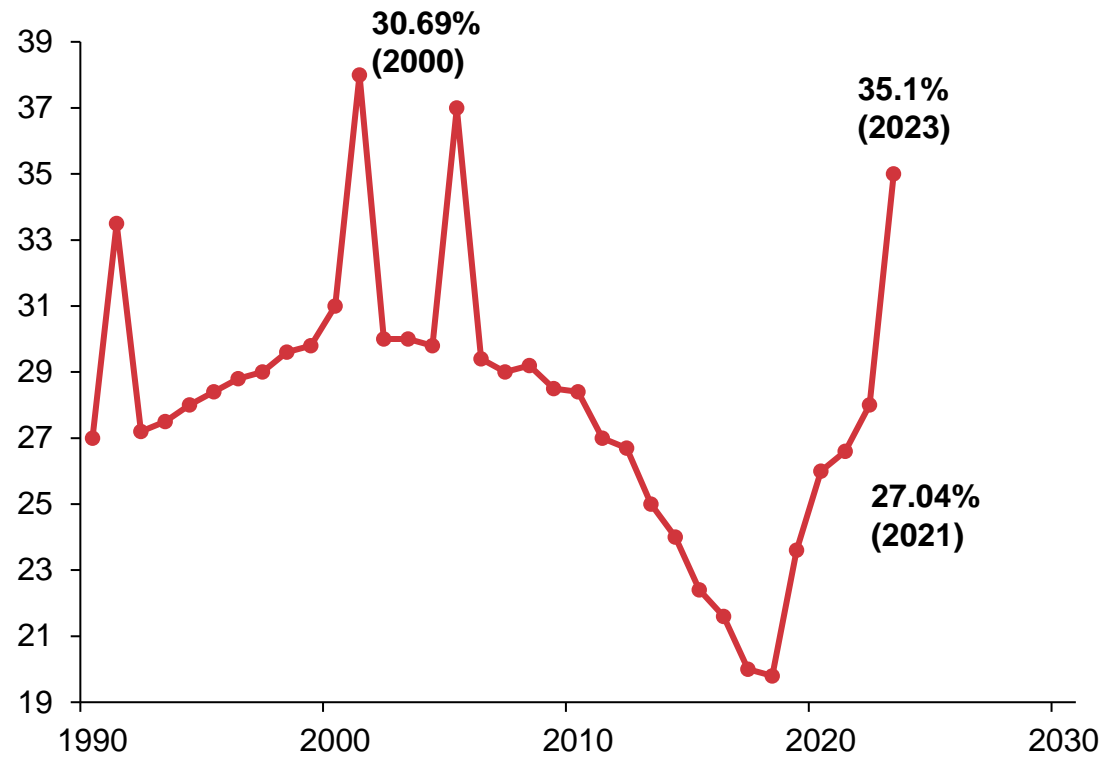


The Current Situation

(Or the yet-to-be-unlocked trillion-dollar opportunity)

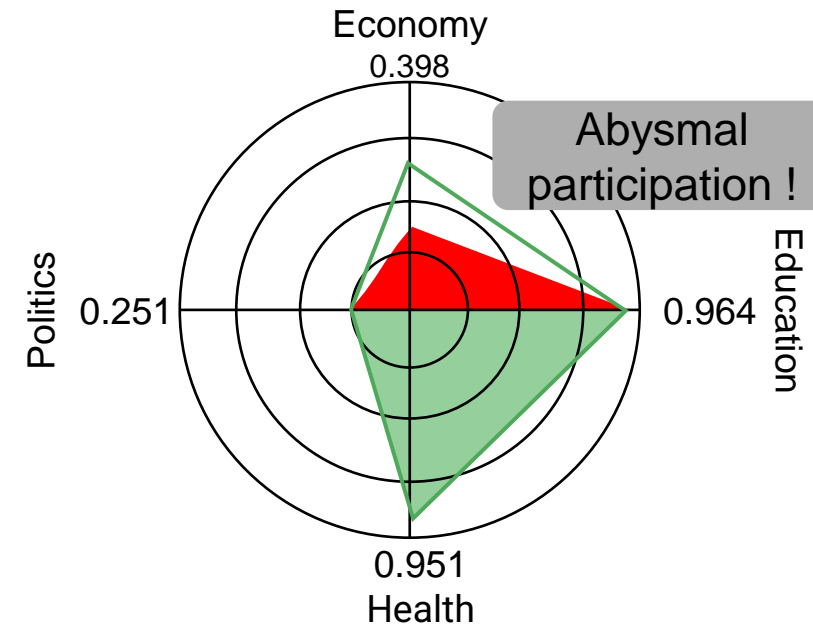
Female labour force participation

Approximate Values



Increasing but there's greater room for improvement

Global Gender Gap Index 2024



4th from the bottom

Indian Context

Global Gender Gap Index

Economic participation and opportunity

2006 Rank

98

110

2024 Rank

129↓

142↓

India ranks almost at the bottom



Our winning formula for mindset change: $E^3 = MC^3$

E

Employment



E

Entrepreneurship



E

Education



M

Mentors / Role models



C

Courses, cohorts & learning sessions



C

Career previews and resources



C

Community support





Our Reach: 670k Women and 100+ Partners

Community-as-a-Service

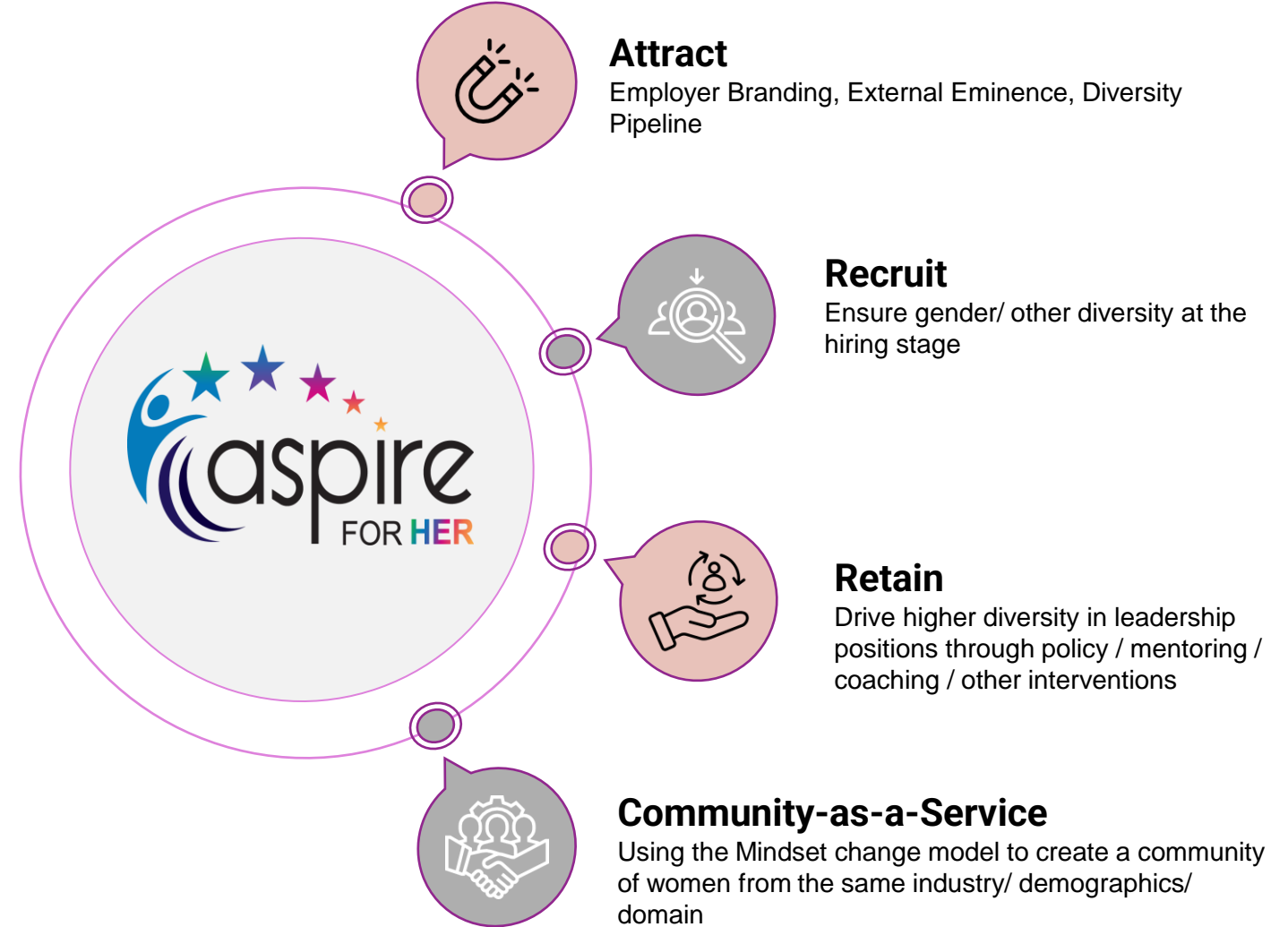
Girls in School	Women in college	Women in IITs, IIMs, premier B schools	Global Fintech Women	Tech4All
Return to Work	Emerging Professionals	Women leaders	Women in Banking	EntrepreNaari
*NotAlone	Her Sport ki Champion	Women on Water	She Knows AI	She Means Sales
	Women in E-commerce		Kérastase Power Talks	

Marquée Client / Partner Base – 100+





Diversity strategy for your organisation





Attract



Employer Branding & Positioning

- External Eminence of women leaders & male allies
- Career Previews
- Networking Events and Round-Table Events



Engagement & Community Building

- Engagements with the AFH Community (Online/Offline)
- Job Fairs



Returnship Programs

- End-to-End Returnship Program



Internal Community Sessions

- Sessions for Women @Your Organization
- Team Building Experiences
- Sensitization Sessions
- Financial Literacy



Final Outcome:

Increased Attraction of
Entry-Level/Mid-career/
Returning Women





Attract: Programs with Leading Brands

Returnships



DBS Bank Partnership
May 2024



Myntra Phoenix Career Returnship program
June 2024

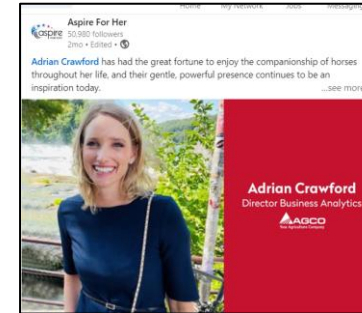


Adobe SheSparks
January 2024 & February 2023

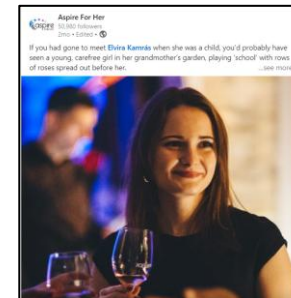


Career Opportunities at NPCI
October 2023

External Eminence



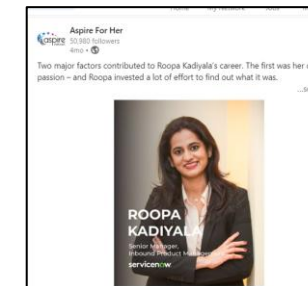
Adrian Crawford
Director Business Analytics, AGCO



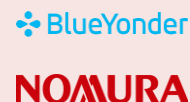
Elvira Kamras
Global HR Business Partner, AGCO



Sumeet Mathur
VP and MD
Technology and Business Center
Service Now



Roopa Kadiyala
Senior Manager
Inbound Product Management
Service Now





Recruit: Global and diverse recruitment expertise

Domain Strength

Varied team of TA professionals hailing from diverse industries to meet the needs of a wide range of sectors



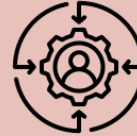
Expertise in Community building

19+ communities & counting. 500K+ members in the ever-growing community



Consultative Approach

Flexible commercial models to suit the client needs and tailor-made solutions



Turn Around Time

Proven ability to fill requirements at the right time with the right price and at the right place



Strong Partner network

100+ years of recruitment experience with global expertise in hiring





Recruit: Our Offerings



**Executive
Hiring**



**Contractual
Hiring**



Lateral Hiring



**Diversity
Hiring**
(Return to
Work, PWD,
LGBTQIA+)



**Campus to
Corporate**
(Hire, Train,
Deploy)

Additional Offerings: AI proctored assessments, Background verification, Interview Outsourcing



Retain: Leadership development



Features of the program:

1. Channel: Online, offline and hybrid
2. Duration: Few hours to six months
3. USP:
 - Real experiences and real voices
 - Immersive/experiential, mentorship (giving and taking) and coaching



Advanced career

Problem

- Work-life balance with elder and child responsibilities
- Navigating senior leadership

Solution

- C-suite readiness
- Stakeholder management
- Board training
- Personal branding
- Networking
- Coaching
- Work-life balance strategies



Mid career

Problem

- Managing growing children
- increasing work responsibilities
- Leadership transition
- Workplace politics

Solution

- Leadership development
- Confidence-building
- Personal branding
- Networking
- Coaching
- Shared responsibilities



Early career

Problem

- Balancing marriage, maternity, and mobility
- Early career challenges
- Career uncertainty
- Mom guilt

Solution

- Career navigation
- Negotiation skills
- Executive presence
- Mentoring
- Shared responsibilities



Retain: Mentoring & Leadership Programs

Personal Branding & Storytelling for
ServiceNow

Sharpen Your Edge: Design Your Career
with Purpose and Plan with IDPs for **AGCO**

Breaking the Myths & Fears around
Financial Management at **lululemon**



RISE & SURGE - IBM Leadership Programs

Workshop on Leadership @ Work with IBM

Workshop on Executive Presence with IBM



Facilitator

Divya Sampath

Keynote Speaker

Manisha Girotra



Facilitator

Dipika Singh

Keynote Speaker

Megha Tata



Why building a community works for you

What we do



Program management



Community management



Co-branding



Skilling



Events and workshops



Social media engagement



Cohort-based courses



Curated jobs and entrepreneurship opportunities

What you get



Long-term access to talent pool

- Return-ships
- Internships
- Recruitment
- Learning launches
- Feedback...and much more



Employer branding

- Elevate awareness as a diversity champion.
- Cultivate focused communities for mutual motivation and lasting impact.



Legacy of transformation

- Tailored skilling programs for disadvantaged learners in colleges.
- Empowering women and underprivileged communities towards financial independence.



Sample Community: Teach4her with



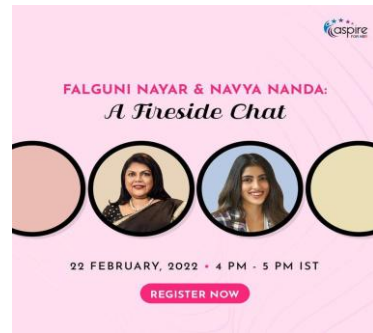
Tech4Her

2,09,327+
Members

Reskilling for women in India including

- STEM
- Non-STEM students
- Returnees
- Working women
- Entrepreneurs

MC³



Mentorship
323 mentors, offering 1-1 and 1-many sessions



Courses & Cohorts
11 re/Start cohorts for Women on a career break
26K skilled in cloud technology



Career preview
Success stories of women in tech and leadership



Peer community
More than 100K+ connections

E³

Placements





Snapshot of Tech4All Community



- 26k+ Learners were onboarded, Women - 10k+
- Tech4Her Community size - 2,10,707+ (Women - 95K+)

- 125 Women and 16 PWD trained through 5 Re/start Cohorts



- 24 College Sessions were conducted Across India

- 8 online sessions for AFH community were conducted



• **Government Partnerships -**

- Madhya Pradesh

- Andhra Pradesh



- 1,75,000+ hours of free AWS Cloud Skills offered



- 7 different ATPs onboarded. They conducted 27 sessions



- 26K+ Tech4Her certificates
- 450 badges earned

- 500 AWS CPE certificate 50% vouchers issued



- LGBTQIA+ Community: beneficiaries - 100+



- PWD Community beneficiaries - 500+



Snapshot of Community



GFW Community size - **7.5K+**



4 Fintech Olympiad learning sessions conducted with **230** certificates issued to participants



4 Career Previews posted on our platform



11 Returnees were on-boarded by NPCI as part of their Returnity initiative



5 Online Sessions were conducted on various topics & **1 In-person sensitisation session** was conducted at NPCI





Our Current Skilling Initiatives

MENTORING PROGRAM	KÉRASTASE PARIS
PROGRAM OBJECTIVE	Mentoring of women looking to grow in their career
OUTCOME	192 one on one sessions completed till now



738 Mentee registrations



103 Mentors on-boarded



653 Mentor-Mentee Pairing



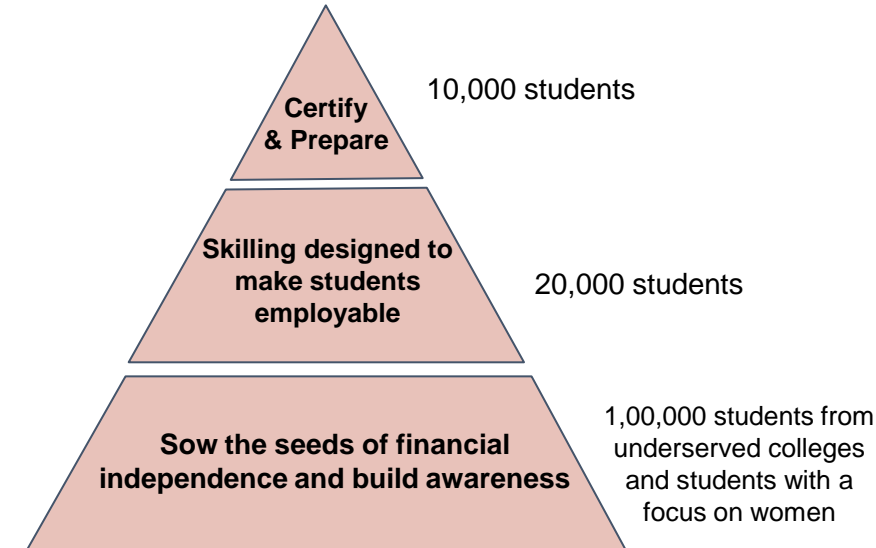
192 Sessions completed

Amplifly



Global Alliance For Mass Entrepreneurship

Unlock your potential, Amplify your future



EmpowerHer in partnership with US consulate - skilling students in tier 2 and tier 3 colleges in Karnataka and Kerala





A Galaxy of Leaders



Arundhati Bhattacharya
CEO & Chairperson
Salesforce India



Manisha Girotra
CEO
Moelis & Company



Megha Tata
CEO
Cosmos Maya



Shyamala Gopinath
Chairperson
HDFC Bank



Sharda Agarwal
Founder
Sepalika



Gazal Kalra
Founder & CEO,
Rivigo Mentor at Aspire For Her



Falguni Nayar
Founder
Nykaa Unicorn Builder



Mangala Seshadri
Managing Director
Technology- JPMorgan Chase & Co.



Apurva Purohit
Ex-President
Jagran Prakashan Ltd.,
Founder - Aazol



Radhika Gupta
MD & CEO
Edelweiss AMC



Latha Aiyar
Managing Director
Barclays Global Services



Dr. Ritu Anand
Independent Director
LinkedIn Top Voice, Board Member



Shikha Sharma
Independent Director and former MD & CEO -
Axis Bank



Zarin Daruwala
CEO
Standard Chartered Bank



Usha Thorat
Former Deputy Governor of Reserve Bank of
India



Gayatri Vasudeva Yadav
Chief Marketing Officer
(India & SEA)
Sequoia Capital



Neeta Lulla
Decorated Costume Designer,
Couturier & Fashion Stylist



Sudha Murthy
Padma Shri awardee, Chairperson
Infosys Foundation, India



Our Male Allies



Ankur Warikoo

Founder @WebVeda, Content creator
@wariCrew, Speaker, Author. Eternal Optimist.



Puneet Chandok

President
Microsoft India & South Asia



Mike Hankey

U.S Consul General



Amit Mehta

Head of Business Development- Education &
Training at AWS



Vikas Purohit

Head
Small Business Group at Meta



Chandra Balani

Head
Global Enterprises at AWS, India



Vineet Sood

Modern Business Leader | Global Vice
President - Adobe Business Direct



Sandip Patel

Managing Director IBM



Amit Talwar

Country Director / India Leader, AGCO
Corporation



Punit Sood

Head of India and International Hubs at NatWest



Vineet Saraiwala

Founder
Atypical Advantage



Rajiv Anand

Deputy Managing Director at Axis Bank



Ashutosh Gupta

Board of Director
LinkedIn



Ridham Desai

Managing Director
Morgan Stanley India



LV Vaidyanathan

Managing Director
Procter & Gamble India South Asia



Rajat Verma

MD Country Head
Institutional Banking, DBS



Awards and recognitions

The efforts and programs hosted by our various communities have been highly successful, garnering media attention and coverage



UN Women Award for Gender-Responsive Marketplace



Award from T-Hub



EntrepreNaari on the 1000th episode of Kaun Banega Crorepati



Recognised for our efforts with a SecondAct Award



Top 3 Finalists for the Social Entrepreneur of the Year Award in 2024

Stanford | Seed Spark

Madhura has been selected for the highly competitive Stanford Seed Transformation Program 2025. The prestigious initiative recognises and empowers leaders to scale their businesses through cutting-edge strategies and insights from the Stanford Graduate School of Business.



Our Media features

The efforts and programs hosted by our various communities have been highly successful, garnering media attention and coverage



HERSTORY

Women had to work harder, longer during the pandemic, says Women@Work report

By Sindhu Kashyap | March 5, 2021



NDTV Recognition - Aaj Ka Sitara



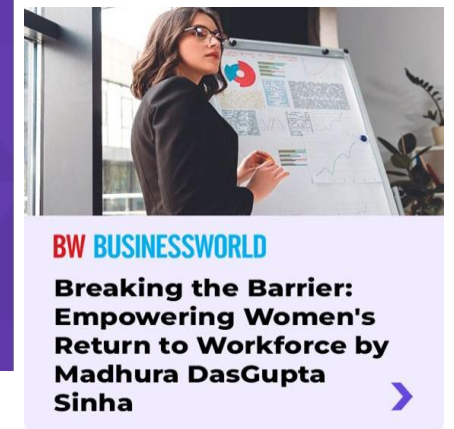
Aspire For Her at INOX



Madhura DasGupta Sinha joins a panel to discuss how Aspire For Her enables corporate employers to achieve their DEI goals.



Madhura DasGupta Sinha on how paternity leaves change gender dynamics – in the workforce & in society.





Our Media features



Watch the ceremony to hear our story!



Featured in Fortune India: Initiatives focusing on diversity-led hiring



In the media: Supporting incentives for diversity hiring



Amplifying Aspire For Her's vision and mission on ET Swadesh Hindi



WinBoard 3.0 in the spotlight: The Economic Times



Discussing corporate India's big push for diversity in The Economic Times



Highlighting the factors supporting women's economic empowerment on SheThePeople



Shedding light on the Aspire For Her motto | NDTV Profit



Global Leaders with Aspire For Her



With W. Dave Dowrich (Global CFO) & Sean N. Woodroffe (Global CPO) from TIAA



With Julie Averill (CIO at lululemon)



With Ivory Harris (CHRO), Joy Baumgarten (Global HRBP) & Wendy Anderson (Director, Data & Analytics) from AGCO



With the U.S. Consul General at the Women on Boards cohort Graduation ceremony



With Maureen Lonergan, VP AWS Training & Certification



With Shelly Zalis (Founder, The Female Quotient)



With Megan Tromm (Director, AWS Support Engineering)



With Elizabeth Horst (Principal Deputy Assistant Secretary, SCA)



With Meghan Blight, President Wesleyan College



Leading Brands who partnered on Community Building



Tech4Her with AWS



Women Leaders with the
US Consulate



HSKC with DBS



EntrepreNaari with Project
Naveli



GFW with NPCI



Power Talks with Kérastase



Events with Aspire For Her: The reach you can expect

Join us as sponsors and partners for the various events we host, that align with your goals.

*Here's a glimpse of our recent event, **EntrepreNaari Diwali** – a Diwali Mela organized to create a platform for women-led businesses. See the highlights:*

Gulabo fashion show

An exclusive fashion show by Abu Jani and Sandeep Khosla, where our EntrepreNaaris walked the ramp with Bollywood icons and celebrities like Navya Nanda, Rupali Ganguly, Anup Soni, Pratik Gandhi, Anushka Jain, Nitanshi Goel, and Pratibha Ranta



Red carpet moments

Several renowned celebrities joined in to show their support, like Agastya Nanda, Urfi Javed, Madhurima Tuli, and Shaan's son Maahi

Spotlight on sponsors

The event was sponsored by corporate partners like L'Oreal, IDFC Bank, GAIL India, PVR, Bright, LinkedIn Social Impact and Amazon Saheli, who supported the success of the Mela



Show-stopping stalls

We had 100+ incredible women from our community showcasing their businesses, like a 72-year-old granny selling her homemade pickles, a teenaged entrepreneur from Jammu & Kashmir, several LGBTQ+ businesses as well as some that were featured on Shark Tank India



Events with Aspire For Her: The reach you can expect

EntrepreNaari stories, reaching far and wide

The event enabled our EntrepreNaaris to share their inspiring stories, covered by our partners at L'Oreal. Several EntrepreNaaris also shared their stories on stage with Amruta Fadnavis, banker, activist, actress, and wife of the former CM of Maharashtra!



Dhamaka performances

Students from Mumbai's top colleges took EntrepreNaari Diwali by storm, with mesmerising dance features and high-energy band performances



HumSafal pavilion

The aggregators from our HumSafal cohort wowed people with their offerings, from the HumSafal Pavilion. Our HumSafal partners, Global Alliance for Mass Entrepreneurship (GAME), also made their presence felt, with their leaders **Poulomi Pal & Madan Padaki** sharing insights



#ShopEntrepreNaari continues!

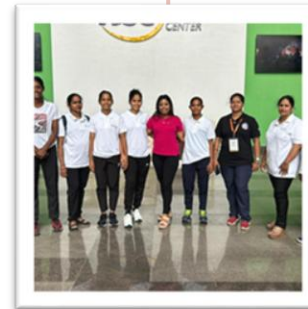
The unique, one-of-a-kind products from our EntrepreNaari brands can still be purchased – all from our **#ShopEntrepreNaari** website, supported by our partners at Federal Bank



Join Us

Join our movement!
We are growing every day!

7.2 Lakh +
members, supporters, followers



aspireforher.com



[/her_aspire](https://twitter.com/her_aspire)



[/company/aspireforher](https://www.linkedin.com/company/aspireforher)



[/aspireforher](https://www.facebook.com/aspireforher)



+919820193647



madhuradgs@aspireforher.com