


# WOMENNOVATOR | FE CREATORS | ST



**DATE:-**  
**26<sup>th</sup> SEPTEMBER 2023**

**VENUE:-**  
**RAJ BHAWAN, DEHRADUN,  
UTTARAKHAND**



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## 1. Executive Summary:

[Womennovator](#), a global incubator for women dedicated to empowering and fostering women's development, embarked on an exciting and revolutionary journey. Womennovator launched a series of impactful projects targeted at catalysing effective change in India's Tier 2 and Tier 3 cities for women. The [Womennovator Creators Fest 2023](#) acted as a launchpad for **Womennovator 10K Fellowship Programme -DEWI** and the **Womennovator Distribution Network**, leading the charge.

On 26<sup>th</sup> of September 2023, Governor House in Uttarakhand hosted the Womennovator for the Launch of Womennovator 10K fellowship program and The Womennovator Creators Fest, uniting influential women with a collective social media reach of 10 million plus along with Industry leaders.

An event of inspiration, motivation and change, a celebration of womanhood “Womennovator Creators Fest” by Womennovator , a global Incubator for women. The lovely city of Dehradun, Uttarakhand, was ablaze with creativity and change on 26 September 2023, as Womennovator brought together creators from across the country for the much-anticipated Womennovator Creators Fest. This star-studded event was graced by distinguished personalities, including the honorable Governor of Uttarakhand, Lt. Gen. Gurmit Singh ji, our visionary founder CA Tripti Somani, Mr.Udhyam Yadav from Amazon, Dr. Blossom Kochhar, Founder of Aroma Magic, CA Praveen Kant, Ms. Kanika Mittal and, of course our immensely talented women creators. The festival was a celebration of creativity, innovation and change makers.

The event kicked off in style with the ceremonial lighting of the lamp, setting the stage for an unforgettable day. The festivities included a captivating Bharatanatyam performance and inspirational speeches that resonated with every attendee. Mrs. Tripti Somani , the founder of Womennovator delivered a motivational address that left the audience inspired to take on the world. Governor Gurmit Singh ji's words added a touch of gravitas to the occasion, emphasizing the importance of women's empowerment in today's world.

At the heart of the Womennovator Creators Fest were three groundbreaking initiatives, each designed to support women and creators across the nation.

**10K Fellowship:** Womennovator aims to travel to more than 200 cities across India, listening to untold stories and providing mentorship and support to individuals who aspire to become independent versions of themselves. This initiative promises to be a game-changer, igniting the spark of creativity and self-reliance in countless lives.



**Women's Distribution Network:** In an effort to empower women to earn from the comfort of their homes, Womennovator introduced the Women's Distribution Network. This initiative seeks to create a vast network of women entrepreneurs, fostering economic independence and financial stability.

**100 Power Women Magazine:** The festival saw the launch of the prestigious '100 Power Women Magazine' by our honorable dignitaries. This magazine promises to be a platform to recognize and celebrate the accomplishments of extraordinary women who are making positive changes in society through their relentless efforts and innovation.

The Womennovator Creators Fest also featured an awards ceremony that recognized and celebrated creators who are driving positive change in society. These awards acknowledged the outstanding contributions of individuals who are breaking barriers and challenging conventions.

As Honorable Governor Lt. Gen. Gurmit Singh ji put it rightly , one can seek “Divinity” in the word “Women”. We are working to make those women financially independent. The Womennovator Creators Fest 2023 has set the stage for a brighter future where creativity knows no bounds, and women stand at the forefront of innovation and change. And thus with the launch of the 10K fellowship it’s now the time to look forward in making the women the financial captains.

## 2. Introduction:

[Womennovator](#), a global Incubator for women (Among **7 best incubators for women** as reported by **MakersIndia and Yourstory**), is a non-profit organization registered under **Income Tax** and **Niti Aayog**. Womennovator was founded by [CA Tripti Singhal Somani](#) and is one of the biggest communities for women - startups, social activities, professionals, leaders, homepreneur and MSMEs. (For more details refer Annexure A)

After creating [Asia books of records](#) by having 100 women pitch their products and services in 100 minutes, followed by our Global Partnership with [Amazon Global Selling](#) to take **200 women to global market** & ensuring a **3 % mandatory public procurement policy** for women-owned businesses for ministerial and public sector undertaking, we are embarking on journey to empower and enable billions of women to deliver an ambitious, inclusive, decisive and regenerative outputs to the world.

With a resolute commitment to our aspirational vision, Womennovator is determined to amplify the impact it has achieved to date, extending its reach to empower 10,000 women nationwide. In this age of digital connectivity and social media, there's no better avenue to spread positivity



and inspire change than by nurturing the creative community. Thus, Womennovator proudly introduced the **Womennovator Creators Fest 2023**—a platform dedicated to recognizing and rewarding talented women creators. This event marks the commencement of our prestigious 10K Fellowship Program, which is set to create an even more profound and widespread impact

### 3. Agenda:



The poster features a central title 'WOMENNOVATOR | CREATORS FEST 2023' with a crown icon. Below it, the word 'Agenda' is written in a large, pink, stylized font. The event details are listed in a bulleted format. The poster is decorated with various icons: a footprint, a crown, a person with a crown, a lamp, a person, a rupee symbol, a grid of dots, a colorful square, and a floral pattern.

**WOMENNOVATOR | CREATORS FEST 2023**

## Agenda

- Inauguration-Bharatnatyam Dance Performance
- Go Global - Partnership Between Amazon and Womennovator, Udhm Yadav, Amazon, India
- Launch of Women Distribution Network
- Success story by Dr. Blossom Kocchar |Chairperson| Blossom Kochhar Group of Companies
- National Anthem and Lamp Lighting
- Welcome address by CA Tripti Shinghal Somani, Founder Womennovator
- Launch of Womennovator 10K Fellowship Program
- Womennovator Creator Fest Award Ceremony
- Launch of Womennovator Creator Magazine & 100 Power Women Magazine
- Speech of Hon'ble Governor of Uttarakhand, Shri Gurmit Singh ji
- "From Hashtags to Headlines"- Kanika Mittal, Former Twitter Head, India
- Closing Ceremony , CA Praveen Kant, Senior Partner KG Somani & Company
- High Tea and Networking

#### 3.1. Inauguration:

The inauguration of the event was done with a beautiful Bharatnatyam Performance and the auditorium was filled with creative energy reviving the environment with the grace of the art form by a very talented Bharatnatyam artist **Ananya Goyal**.



### 3.2. Go Global Partnership:

Mr. Udhyam Yadav from Amazon to announce a truly remarkable and groundbreaking collaboration with Women. Amazon India is now associated with 'Womennovator' to enable 200 women entrepreneurs to launch their products on Amazon's international marketplaces/websites Amazon Global Selling and create global brands from India. This partnership between Amazon and Womennovator is set to empower and support women entrepreneurs, fostering innovation and inclusivity in the business world.





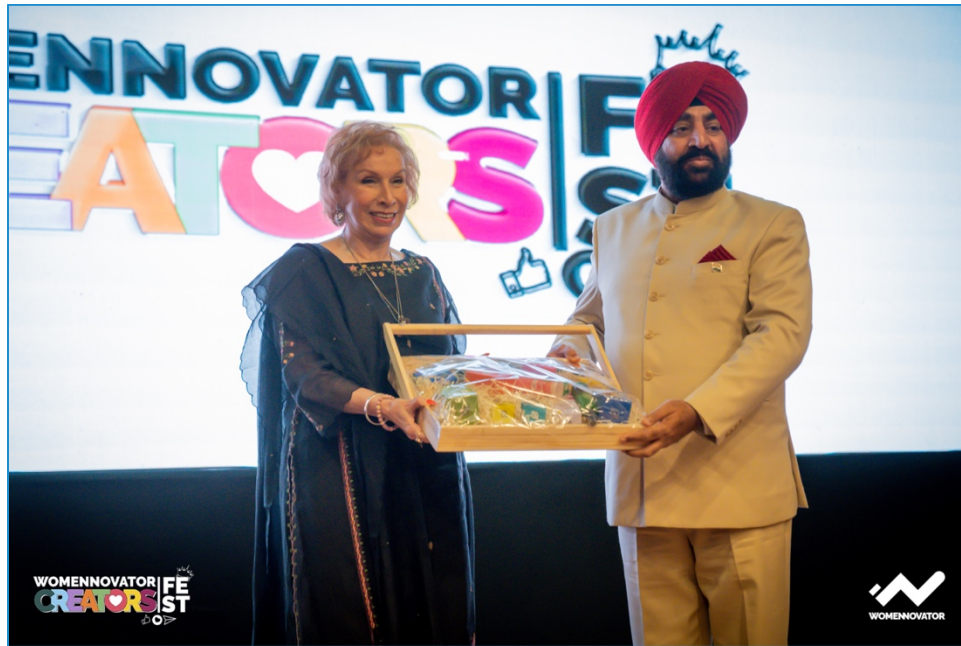
### 3.3. Launch of Women Distribution Network:

In an effort to empower women to earn from the comfort of their homes, Womennovator introduced the Women's Distribution Network. This initiative seeks to create a vast network of women entrepreneurs, fostering economic independence and financial stability and revenue creation for women. The Women distribution channel was launched with our dedicated community and state leaders who wish to become resellers, distributors and traders in the future.



### 3.4. Success Story by Dr. Blossom Kochhar:

Dr. Blossom Kochhar (Chairperson of Blossom Kochhar Group of Companies) shared her extraordinary story talking about her business and inspired us with her insights and success mantra. Her statement resonated the solutions for all the dedicated individuals when she said “When you have passion , you can be anything that you want.”. She mentioned how individuals should take risks and should stand again when failure strikes. She charmed the event with her addressal.



### 3.5. Arrival of the chief guest and Lamp Lighting:

On the arrival of the chief guest of the session Honorable Lieutenant General and Governor Gurmit Singh Ji, the audience stood up for the National Anthem honouring the country that we are proud of which was followed by the lamp lighting ceremony. The lamp lighting was done by respected Governor sir, the founder of Womennovator Mrs. Tripti Shinghal Somani , Dr. Blossom Kocchar, Mr. Praveen Kant and Mr. Hemant Arora.

#### Introduction to our chief guest:

Honorable Lieutenant General and Governor Gurmit Singh is a living embodiment of valour and patriotism, has dedicated his life to serve our nation. He headed the Administration of Rashtriya Rifles which is the largest Counter Terrorism Operations Force of the Indian Army. He has set an example for thousands of people with his journey of his distinguished military career to his current role as the 8th Governor of Uttarakhand. His presence was a matter of extreme pride and vigor.





### 3.6. Welcome Address by CA Tripti Shinghal Somani:



CA. Tripti Shinghal Somani, the founder of Womennovator provided the welcome address to the Governor Sir. She is a TEDx speaker, and recipient of prestigious awards like the Economic Times Inspiring Leaders' Award, Times 40 under 40 Award, UN Women India- KGS Advisors awarded SME Champion in Community, Women India Lead Fellow 2023 by Reliance Foundation & Vital Voices, and Alumni of The Duke of Edinburgh's Commonwealth Study Conference - Canada 2023 and, with a strong commitment to women's entrepreneurship and social impact.

### 3.7. Launch of 10K Fellowship Program:

We celebrated not only the remarkable achievements of women but also their commitment in making a positive impact on society with the Womennovator 10K Fellowship Program Launch.

As we launched the Womennovator 10K Fellowship Program, we ensured of reaching 200+ districts across India, with the goal of empowering 100 women in every district, we stood united in our pursuit of a more inclusive and innovative future through- Community Enablement, Stakeholder Capacity Building, WE- Pitching Competitions, Incubation & Acceleration, Go to Marketplace and First ever Women Distribution Channel. Enabling 1000 Delhi police wives and empowering a spectrum of women in helping them in social media via workshops. In partnership with the Womennovator initiative for The Police Families Welfare Society, PFWS, our recent capacity-building session engaged over 3,000 women across 10 Delhi chapters, fostering enthusiasm and learning. This event's success, both in terms of engagement and financial viability, underscores its effectiveness in empowering women and driving positive change. Womennovator is now in 90+ sectors, 100+ no. Of cities, 5+ number of countries helping women



in creating 900+ of the startups, generated 250+ Women Focused Communities. All the 2000+ stories of women indicate the tale of womennovator and marked the faith of Launch of 10k.



### 3.8. Womennovator Creator Fest Award Ceremony:

We held an enchanting and exhilarating celebration of excellence, as we paid tribute to the extraordinary accomplishments of our deserving women creators where all the women creators were felicitated with an award from the chief guest itself. Post the awarding ceremony, held for the Womennovators Creators Fest's winners, Womennovator supporters and partners were also felicitated by the Chief Guest.





### 3.9. Launch of Magazines:

The event was followed by the grand launch of two incredible publications – the **Wommenovator Creator Magazine** and **The 100 Power Women Magazine** that celebrated all those women, who made their life a celebration.



### 3.10. Speech by Hon'ble Governor of Uttarakhand:

The enchanting and reverberating addressal by the honourable governor sir had the audiences all enthusiastic with a glint of amazement in their eyes. He started off with mentioning the power of creativity and said, “The moment you start creating you are walking in a great path.”

While addressing the gathering of admirable influencers he quoted “You are confident because your vision is unrestricted, unlimited and is on to cross the skies here up.” The zeal of the captivating creators was acknowledged by sir when he said,, “You are in that state where you are enjoying your passion for what you are doing.”, while he called all the dedicated Women, “Meera” with a “Lagan” to achieve anything. His addressal added significance and power to our thought of empowerment.



### 3.11. "From Hashtags to Headlines" by Kanika Mittal:

Further we welcomed Kanika Mittal, the dynamic "Former Country Head of Twitter". She is known for her remarkable leadership that has reshaped Twitter's strategies thus driving remarkable growth and opportunities. In addition to her corporate achievements, Kanika has been a staunch advocate for the advancement of women in the professional sphere. Her contributions to Womennovator highlighted her visionary leadership, which extended beyond business success as she promoted diversity and inclusivity in all aspects of life through the stage.



#### 4. Closing Ceremony:

All our esteemed guests, amazing awardees, great supporters, empowering leaders, mighty partners, with the Womenovator Management Committee and Womenovator Executive Committee and our Hard-working internal teams came together for a group photo. We captured the moment of celebration, unity, and achievement that will forever be etched in our hearts.



**5. High Tea and Networking:** The event was elegantly concluded with a delightful high tea, offering attendees a wonderful opportunity to engage in meaningful networking and foster new connections with fellow event attendees





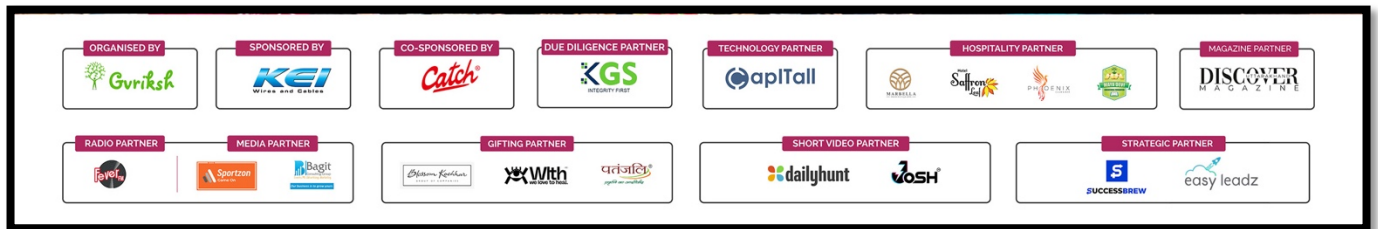




## 6. Acknowledgments:

We would like to extend our heartfelt gratitude to our Partners, Supporters, Leaders, Womennovator committee members and all the captivating Creators for marking the event with best of their outputs and capabilities making it worth all the remembrance.

We would also like to acknowledge our Media Production Team – Deeshuumm Ventures Pvt. Ltd for an amazing work done with the production.



We truly believe in the power of teamwork and in all aspects agree that ‘Team Work Makes the Dream Work’ so hence acknowledging the effort of Womennovator Team.



Last but not the least Womennovator is extremely grateful to the government of Uttarakhand and Raj Bhawan. Our special appreciation and regard to **Honourable Governor Lt Gen Gurmit Singh** and the entire team at Raj Bhawan to host us and support us in Womennovator 10K Fellowship Program.



## 7. Key Statistics and Achievements:

**100** women creators, **200 plus** total attendees, **20 plus** dignitaries, **15** partners and supporters, **1Mn plus** social media reach, **10 plus** locations of outdoor publicity, **40 plus** prestigious media and press coverage.

- We proudly featured the creative talents of 100 accomplished women creators, showcasing their remarkable work.
- The event drew an impressive turnout, with over 200 enthusiastic attendees in total.
- We were honoured to host 20 distinguished dignitaries who graced the occasion with their presence.
- Our event enjoyed strong support from 15 valued partners and supporters, whose contributions were pivotal to its success.

### As for our outreach and media presence:

- Our social media reach surged significantly, creating a buzz and engagement far and wide.
- We strategically promoted the event across more than 10 prominent outdoor locations, increasing visibility and excitement.
- Our event garnered extensive media and press coverage, with 30-40 prestigious publications and outlets recognizing its significance and impact.

Get in touch with us at: [partner@womennovators.com/](mailto:partner@womennovators.com) [contact@womennovators.com](mailto:contact@womennovators.com)

To know more about our events: [president@womennovators.com](mailto:president@womennovators.com)

To know more about us visit our website: [www.womennovators.com](http://www.womennovators.com)

## 8. Annexures:

- **Outdoor Branding-** <https://womennovators.com/we/gallery/show/74>
- **Videos-**
  - **Womennovator 10k fellowship -** <https://youtu.be/OPVn9B9uj6E>
  - **100 power women magazine-** <https://youtu.be/J9Y0SdFnib0>
  - **Women Distribution Channel-** <https://youtu.be/vRjB2hSdDsM>
  - **Creators Fest After Movie-** <https://youtu.be/nWc4DkM6Egg>
- **Media Coverage-** <https://bit.ly/40bqySt>
- **Gallery-**
  - <https://www.facebook.com/media/set/?set=a.646969267589315&type=3>
  - <https://www.facebook.com/media/set/?set=a.646993720920203&type=3>
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  - <https://www.facebook.com/media/set/?set=a.658230866463155&type=3>
- **Our Socials**

Social Media	Womennovator	Founder
Instagram	<a href="https://www.instagram.com/womennovator/">https://www.instagram.com/womennovator/</a>	<a href="https://www.instagram.com/triptissomani/">https://www.instagram.com/triptissomani/</a>
LinkedIn	<a href="https://www.linkedin.com/company/13293140/admin/feed/posts/">https://www.linkedin.com/company/13293140/admin/feed/posts/</a>	<a href="https://www.linkedin.com/in/triptishingshalsomani/">https://www.linkedin.com/in/triptishingshalsomani/</a>
Facebook	<a href="https://www.facebook.com/womennovator">https://www.facebook.com/womennovator</a>	<a href="https://www.facebook.com/profile.php?id=100060674650437">https://www.facebook.com/profile.php?id=100060674650437</a>
Twitter	<a href="https://twitter.com/womennovator">https://twitter.com/womennovator</a>	<a href="https://twitter.com/triptishinghal">https://twitter.com/triptishinghal</a>
Youtube	<ol style="list-style-type: none"> <li>1. <a href="https://www.youtube.com/@WomennovatorOfficial">https://www.youtube.com/@WomennovatorOfficial</a></li> <li>2. <a href="https://www.youtube.com/c/WEPitch">https://www.youtube.com/c/WEPitch</a></li> </ol>	