

Siddhidatri's Empowerment: How Women Entrepreneurs Turn Business Dreams into Success

NAVRATRI STORIES

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How Women Entrepreneurs Turn Business Dreams into Success Inspired by Siddhidatri

In our ninth story, we meet Siddhidatri, the final form of the Hindu goddess Mahadevi. Siddhidatri's name tells us about her power. "Siddhi" means having amazing abilities, and "Dhatri" means someone who gives. She is revered on the ninth day of Navaratri, where she is believed to fulfill all divine aspirations and wishes.

Inspired by Siddhidatri's extraordinary ability to turn aspirations into accomplishments, we asked some incredible women entrepreneurs about how they have turned their business dreams into real success and satisfaction.

Let's dive into their insights and discover how they've achieved it in their businesses.

Gunjan Adya, Expressive Art Therapist & Founder, Tula Journey

Siddhidatri grants wishes, and taking inspiration from this, I have manifested many events in the journey of Tula Journey. There is no substitute for being consistent and hardworking. One can never go wrong with setting goals, dreaming big, and having a road map to achieve them.

Dr. Malini Saba, Self-Made Businesswoman, Philanthropist, and Global Advocate for Women and Girls

Siddhidatri's ability to grant wishes is a reflection of the measures I've taken to make my aspirations come true. It involves determination, ongoing education, and strategic planning.

We must have large visions, set attainable goals, and pursue them with uncompromising passion as business owners. First, I created a vision for where I wanted my business to take itself, then I set attainable goals with a focus on supporting the underprivileged. I then persisted in pursuing these objectives, modifying my tactics as necessary.

Continuous learning remained essential; I followed [market developments](#) and absorbed new knowledge. Finally, recognising accomplishments along the way kept the flame alive and fueled the path to success and fulfillment.

Hema Bansal Ahlawat, Co-Founder and Joint Managing Partner, HJA & Associates LLP

Certainly, inspired by Goddess Siddhidatri, I've embraced a transformative journey to achieve business success. First, I set clear, ambitious goals, akin to prayers, establishing a concrete vision. Then, like her unwavering focus, I stay committed to my path, never losing sight of my objectives. I cultivate skills and knowledge relentlessly, mirroring the goddess's wisdom. I also [reach out to mentors](#) and allies, much like seeking divine guidance.

My perseverance and dedication reflect her divine strength. Amid challenges, I remain patient and adaptable, just as Siddhidatri embodies resilience. Ultimately, by channeling her energy, I turn dreams into reality, experiencing profound satisfaction as my accomplishments align with my deepest desires.

How Women Entrepreneurs Use Kaalratri's Strength to Face Change

Explore inspiring stories of women entrepreneurs, who, like Goddess Kaalratri, use strength and determination to thrive through business transformations this Navratri 2024.

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Divanshi Gupta, Director, The Marcom Avenue

Like Siddhidatri, who grants wishes and enables accomplishments, I've followed a clear path to turn my business dreams into reality. First, setting specific, achievable goals has been crucial. These serve as a roadmap for the business. Second, continuous learning and adaptation to industry trends and technologies have been key. Staying updated and open to change ensures we're always moving forward. Finally, [building a strong, motivated team](#) that shares the same vision has been instrumental. Together, we work tirelessly to achieve our objectives, and the sense of accomplishment is incredibly satisfying.

To fellow female founders, I recommend setting clear goals, staying adaptable, and nurturing a dedicated team to achieve your dreams.

Naina Ruhail, Founder and Co-CEO, Vanity Wagon

Turning a dream into reality is a journey that demands clear goals, disciplined persistence, an uncompromising attitude towards vision, and a [reliable support network](#). As someone who is enroute on this journey, I can say it all begins with self-belief. Seeking guidance when needed and continuously expanding knowledge are essential. The path may be winding, but achieving aspirations is absolutely attainable.

Like Siddhidatri, who grants wishes and enables accomplishments, success requires vision, hard work, and the steadfast support of those who share your dream. Success is not a mirror; each founder's journey is distinct and so is mine. The challenges are the canvas upon which the masterpiece is painted, or at least we aim for it.

Women Founders Share Their Journeys Inspired by Shailaputri for Navratri

Celebrate Navratri 2024 by exploring the stories of visionary women founders inspired by Goddess Shailaputri. Learn what inspired them to start their businesses and how they overcame industry challenges.

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Akanksha Sharma, Co-founder and CEO, CITTA

At CITTA, our journey mirrors the blessings of Siddhidatri - a fusion of tradition and modernity. We've weaved our success through unwavering dedication to nurturing your baby's skin with the care of a grandmother. By blending age-old Indian wisdom with scientific rigour, we've built trust among parents. Our expansion strategy is ambitious, reaching new states through General and Modern Trade, educating doctors nationwide, and even venturing into international markets.

CITTA has touched hearts, with heartfelt testimonials affirming the radiant transformation of children's skin. We're not just skincare; we're a bridge to treasured traditions, creating memorable moments with every embrace. Just as devotees celebrate her divine presence during Navratri, we celebrate our brand's growth, promising parents and their little ones a luxurious journey in baby skincare.

Shreya Ghodawat, India Ambassador, SHE Changes Climate | CEO, Sustainable Guides

I've turned my business dreams into reality by setting clear goals, being adaptable, and continuously learning. You have to be open to [pivoting and changing your product](#) as long as what you are trying to achieve remains the same. Consistency beats perfection but don't try to aim for quantity and number whilst losing out on quality and morals. Persistence and passion are key to achieving success and satisfaction in business.

Your love for what you do will take you further than any other extrinsic motivation. You get to decide and define what success and satisfaction mean to you and impact most often cannot be quantified which should not act as a deterrent. What you do, if done intentionally and with a bigger purpose, makes a difference whether or not you can see it visibly.

Shreya Sharma, Founder and CEO, Rest The Case

Soon after coming back to India, I started working on my Entrepreneurship journey with Rest The Case. As CEO and the founder of Rest The Case, I have immersed myself in learning the nitty-gritty of the business world while keeping my head straight to whatever comes my way. I still do think that there are miles to go before I sleep. This is just the beginning of our journey. I work hard every day with one goal in mind. I think what is most important for any business is to not forget why you started in the first place.