

COVER STORY

On The Cusp of Limitless Possibilities

"A woman is the full circle. Within her is the power to create, nurture and transform." – Diane Mariechild

As you read this beautiful quote, you can't help but think that it is wishful thinking indeed. Women have always had a life of struggle against the odds, both familial and social. And the irony is even more obvious as we gear up to start the year with celebrations of National Girl Child Day on 24th January once again. What we need to ask is has anything changed? Is it any different for the girlchild now or are we simply paying lip service to something that has struck such deep roots that we can only be hapless victims of our own Frankenstein.

With India on the horizon of greatness, there is hope. There is optimism, there is perceptible change and the girlchild's aspirations are no longer flash in the pan moments. In the past decade, the world has changed irrevocably, and women as always have been at the forefront, not just as isolated instances of resolve and success, but as equal players in unprecedented roles and experiences. The movie, Vaccine Story brings out the stellar role of India's female scientists in bringing the much-needed Covaxin to save millions of people in India and globally, when the rest of the world thought the sheer numbers will spell doom for us.



Ritu Karidhal

Women have been in the forefront in India's space program too. Space scientists who led Chandrayan 2 to its historic success, Ritu Karidhal and Vanitha Muthayya with their team of 100 top notch scientists have brought glory to the nation in space too. Commander Prerna Deosthalee, the first woman officer of the Indian Navy commanded the Indian Naval Warship. Also, Group Captain Shaliza Dhama is the first female Air Force officer to take charge of a frontline combat unit. On April 20, Wing Commander Deepika Misra became the first woman officer in the Indian Air Force to be presented with a gallantry award for her leadership in the Madhya Pradesh floods in 2021 that saved 47 lives.

"To improve is to change; to be perfect is to change often."
-Winston Churchill

Change is transformative if the inspirational stories find resonance in everyday life. For India's girl child, that gentle breeze is now a gale wind of positive entrepreneurial initiatives by women, mostly young women. Aditi Gupta, co-founder of Menstrupedia - a comic book series that she started with her husband, Tuhin Patel has been listed in the Forbes 20 under 20 list for breaking taboos related to menstruation in India. Small but significant initiatives that will change the lives of women and the perception of the world about them makes it all the more significant.



Vanitha Muthayya

Richa Kar, Co-Founder & CEO of Zivame started off in the retail market, where she worked with a certain international lingerie brand. It was then that she realised that shopping for one's own lingerie was awkward almost taboo even in the metropolitan cities of India. Thus, was born the brand Zivame, which addressed the lingerie needs of women and a hassle-free purchase experience.



Perna Deosthaalee

Tara Kapur's Vitamin Stree is a video-based platform that talks about important topics like menstruation, gender pay gap, beauty standards, relevant laws and policies and so much more. With her co-founder, Ankita Shetty, this content platform is one where the Indian woman find answers to several questions woven to their lives.

Vakula Sharma, the founder of PulpBrew wants people to research and investigate the ingredients of the "healthy" foods that people buy and consume. A mother and a businesswoman, Vakula wants her child to grow up in a world where fitness is a lifestyle. Her online store on



Captain Shaliza Dhama

Instamojo sells healthy smoothies that follow a zero-waste policy, no sugar and zero preservatives. But the lives of Indian women aren't merely about successes any more. There is a tectonic shift that is happening to not simply share the spoils of their enterprise, but to recognize and give women equal space, respect, financial compensation and value for their contribution to this world. 2024 will be the year of opportunity for the girl child –



Richa Kar

a new era of dreams and aspirations meeting their culmination in a world that is no longer patriarchal. The acceptance of the inevitable may have been grudging so far, but now the admiration is real. For GenZ, new realms will mean that you step into a world where taboos have been broken and the glass ceiling has given way to a new and inclusive world. The day has come for the girl child to discover that you are fierce, and strong, and full of fire, and that not even you can hold yourself back because your irrational passion burns brighter than your deepest fears.

“The world needs strong women. Women who will lift and build others, who will love and be loved, women who live bravely, both tender and fierce, women of indomitable will.” – Amy Tenney
It is you, the girlchild of today who will be the strong women of the world tomorrow. The gates have opened. It’s about time to wake up to new hopes and challenges and make today better so that tomorrow will be the best.



Tara Kapur



Aditi Gupta



Vakula Sharma