

# Femme Forward

Edition

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Voice Vista

Celebrating Women's Journey



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# Femme Forward

Celebrating Women's Journey



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THANK YOU FOR YOUR UNDERSTANDING AND CONTINUED SUPPORT.

SINCERELY,

FEMME FORWARD EDITORIAL TEAM

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Dear Readers,

As we embark on this journey with our inaugural issue, it fills me with immense joy to introduce to you our magazine, a platform conceived with the noble intention of shining a spotlight on the extraordinary individuals who tirelessly contribute to society in various fields. Our mission is simple yet profound: to celebrate and appreciate the remarkable work being done by people from all walks of life. As March approaches, a month heralding the celebration of International Women's Day, we find ourselves in a position of privilege to showcase the talents and achievements of eleven remarkable women hailing from diverse sectors in Nashik. These women are not just emblematic of resilience and determination, but they also serve as beacons of inspiration for generations to come.



I extend my heartfelt gratitude to the entire team whose dedication and tireless efforts have brought this vision to fruition. Each member has played an integral role in shaping this platform into what it is today—a testament to our collective commitment to amplifying the voices of those who often go unheard.

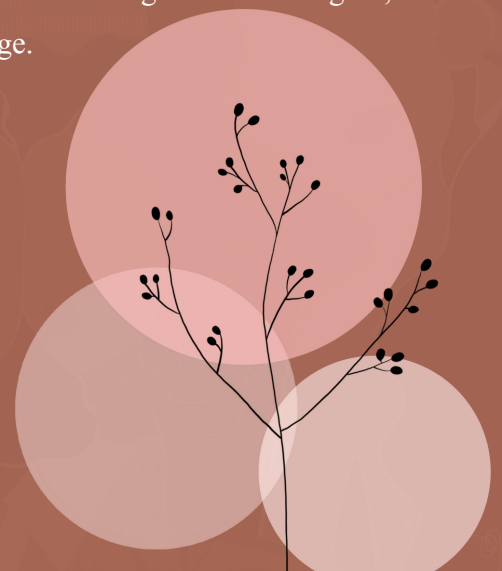
Moreover, I extend my sincerest appreciation to the interviewees who graciously shared their invaluable insights and experiences with us. Their willingness to open up and share their stories has enriched our magazine and will undoubtedly inspire countless individuals.

As we embark on this journey, let us remember that it is not merely about the stories we tell, but the lives we touch and the hearts we inspire. Together, let us continue to uplift and celebrate the unsung heroes among us, for it is through their stories that we find hope, courage, and the power to effect change.

With warm regards,

*Pooja Praasun*

Founder & Editor in Chief for Project  
Femme Forward





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Esteemed Readers,

As we stand on the brink of our magazine's debut edition, poised to launch on the auspicious occasion of International Women's Day, I am reminded of the immense power and potential encapsulated within each page. This edition is not just a collection of stories; it is a testament to the unyielding spirit of Nashik's women—a celebration of their triumphs, their resilience, and their unwavering commitment to shaping a better tomorrow.

Within these pages, you will find narratives that transcend the ordinary, offering glimpses into the extraordinary lives of eleven women who have left an indelible mark on our city and beyond. From breaking barriers in traditionally male-dominated fields to nurturing communities with compassion and grace, each story is a testament to the boundless possibilities that await when courage meets opportunity.

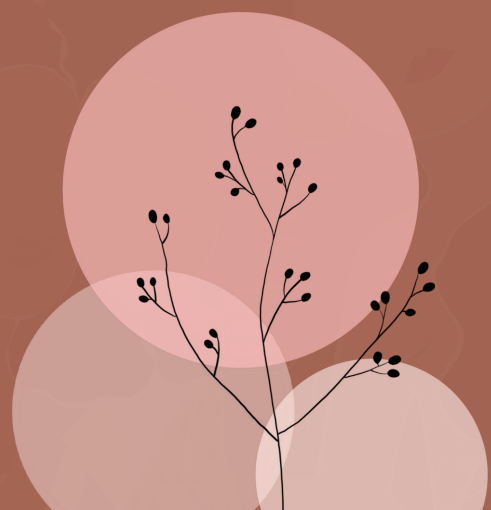
As we embark on this journey together, let us not only celebrate the achievements of these remarkable individuals but also reflect on the collective strides we have made towards a more equitable and inclusive society. May their stories inspire us to dream bigger, to reach higher, and to embrace the unique potential that lies within each of us.

With gratitude and anticipation,

Dr. Anagha Naik

Editor-in-Chief (English Edition)

Femme Forward



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संपादकीय ..

पंचवटी पासून पॅन्टीयम पर्यंत प्रगती केलेली ही नाशिकनगरी ... मंत्रभूमीकडून तंत्रभूमीत परावर्तित झालेली नाशिकनगरी ... रुद्राक्षभूमीकडून द्राक्षभूमीकडे वाटचाल करणारी ही नाशिक नगरी... या नवशिखरांवर वसलेल्या नाशिकनगरीतील स्त्री शक्तीच्या भारावलेल्या पंखांनी साकारलेली 'अकरावी दिशा' म्हणजे 'Femme Forward' चा हा पहिला अंक चोखंदळ वाचकांच्या हाती देताना आम्हाला मनस्वी आनंद होत आहे.

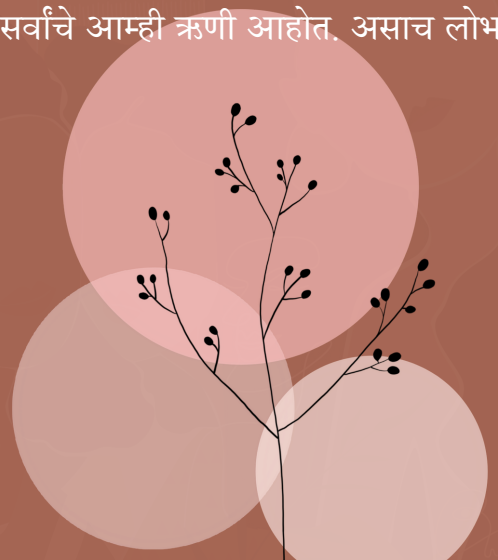
भारतीय संविधानाने बहाल केलेल्या स्वातंत्र्य - समतेचे अर्धे आकाश मिळवून स्वतःची क्षमता सिद्ध केलेल्या स्त्रीजीवनातील 'गृहिणी' पदासोबतच सखी, राज्ञी, सचिव, मार्गदर्शक अशा विविध भूमिका सक्षमपणे साकारणाऱ्या अकरा 'मातृकां' चा 'प्रज्ञाप्रवाह' च्या या अंकात आपणास परिचय होऊन प्रेरणेचा प्रकाश पसरेल अशी आम्हाला खात्री वाटते.

प्रज्ञा प्रवाहाच्या निमित्ताने दरमहा विविध संकल्पना - विषय घेऊन आम्ही नियमितपणे आपल्या भेटीस येणारच आहोत. आपले प्रेम आणि पाठबळ असू द्यावे ही नम्र विनंती. या प्रकल्पात आम्हाला मार्गदर्शन करणारे आमचे मार्गदर्शक, मदत करणारे सहकारी आणि तंत्रज्ञ या सर्वांचे आम्ही ऋणी आहोत. असाच लोभ असू द्या, धन्यवाद !

सुनिता चौहाण.

संपादक (मराठी अंक)

Femme Forward







## YOGITA DIXIT

### "Empowering Women Entrepreneurs: A Spice Journey with Ruchi Masale"

"Welcome to the Femme Forward edition!

She is deeply honored to have received insights and feedback from the globally renowned chef, Vishnu Manohar, on 'Ruchi Masale,' within the rich realm of Indian curry and culinary culture. This encounter and his commendations serve as a testament to the dedication and expertise of Yogita Dixit Tai, filling me with pride and admiration.

Q1: What inspired you to become an entrepreneur and start your own business?

Ans1: Since childhood, I harbored a strong desire to build my own business empire rather than working under someone's authority. Through self-motivation, I managed to achieve the goal of becoming an entrepreneur today.

Q2: Share a memorable or amusing incident from your entrepreneurial journey that became a guiding light for sustaining success in your business.

Ans2: Over the years, numerous incidents have shaped my journey. However, the authentic praise from Master Chef Vishnu Manohar, acknowledging my spice blends, and his appreciation for not compromising on quality or sweetness left a lasting impression. This genuine affirmation has consistently guided me in maintaining success in my venture.

Q3: As a businesswoman, what fascinating or inspirational aspect keeps you going in leading your own enterprise?

Ans3: I've successfully completed sixteen years in this business. Beyond public recognition, my spices have found a place in the hearts and kitchens of customers. The joy, satisfaction, trust, and blessings received from them are my greatest achievements, making the challenges worthwhile.





Q4: While navigating challenges for business growth, share an experience where you faced adversity, and how did you overcome it to achieve success?

Ans4: Initially, I balanced both a job and my business responsibilities. During the pandemic, I lost my job, and there were moments of uncertainty. However, with support from my customers and the unique tagline of 'Pure, Satvik, and Delicious Ruchi Masale,' I managed to navigate through the difficulties and kept the business thriving. It became a significant challenge turned into an opportunity.

Q5: If you were to choose an auspicious symbol for your business, what would it be and why?

Ans5: 'A photograph of Annapurna Devi.' Every woman is Annapurna – smiling, tireless, preparing meals with love. Her chanting, culinary skills, maintaining work-life balance, discipline – these define a woman's personality. Choosing the photo of Annapurna Devi would symbolize auspiciousness for my business, as she represents a content, virtuous homemaker, meeting everyone's needs and making everyone satisfied."

Q6: As a visionary businesswoman, what advice would you give to fellow women entrepreneurs aspiring to start a successful venture?

Ans6: Since childhood, I had a strong desire to create my own global business empire instead of working under someone's authority, which eventually led me to achieve my goal through self-motivation.

Q7: Share a memorable or amusing incident from your entrepreneurial journey that can inspire or guide women in business to persevere.

Ans7: Throughout my life, many incidents shaped me, but the sincere appreciation from Chef Vishnu Manohar and his acknowledgment of not using additives or sweeteners in my spices became a significant source of inspiration. This feedback has always guided me in maintaining consistency and trust in my business.

Q8: If you are to choose a symbol of good luck for your business, what would it be, and why?

Ans8: 'A picture of Goddess Annapurna.'

Every woman is like Annapurna – cheerful, tireless, providing meals with love. She manages household chores, prepares food with dedication, and contributes to the prosperity of the family. Annapurna embodies the qualities of beauty, grace, and duty, making her an ideal representation for business success.

Q9: To women entrepreneurs aiming for continued success in their ventures, what practical advice would you offer?

Ans9: In a market saturated with 10 to 12 common spices, I started by crafting three varieties after training. Considering people's preferences and experimenting with flavors, I now produce 31 types of spices. Balancing quality, quantity, and reasonable rates is the key to sustaining and growing in the competitive market.

Q10: How do you maintain a balance between personal life and the demands of your business, especially considering health challenges?

Ans10: As a homemaker and a businesswoman, women have multiple responsibilities. During my husband's illness and my mother's stay, their medical issues and my responsibilities at the pharmacy challenged me. Despite the hardships, balancing personal and professional life became an art, ensuring health and well-being while handling every aspect of business intricacies.



Q11: As a woman, you've empowered numerous female dealers with your spices. Reflect on the impact of their success stories and how it resonates with your vision.

Ans11: Many women have taken up dealership of my spices, even beyond Bengaluru. Their achievements reflect not only economic independence but also a newfound sense of empowerment. Witnessing their dreams fulfilled through my products is a source of immense joy.

Q12: To enhance your company's name and innovation, how do you continually introduce new products and maintain creativity?

Ans12: In a market filled with commonplace 10 to 12 spices, I began by creating three varieties, expanding over time. Paying attention to people's tastes and experimenting with diverse applications, I now craft 31 varieties of spices. Continual efforts to improve taste, introducing innovative products, and ensuring quality have been instrumental in sustaining and expanding my business.

Q13: What words of encouragement do you have for ambitious women entrepreneurs with a dream of starting a successful business?

Ans13: No woman should limit herself. Even if I couldn't conceive or thought it was beyond my reach, I never let these thoughts linger in my mind. Every woman possesses hidden talents and skills; unearth them, build trust in yourself, and march forward despite setbacks.



Q14: Congratulations on achieving success in your business! I'm intrigued to learn more about your unique marketing or branding strategy that has contributed to your success.

Ans14: Running consistently for the past 16 years, this business has expanded from a local enterprise near Nashik to supplying products in 23 countries around the world, including cities like Pune, Bangalore, Lucknow, Mumbai, England, America, Switzerland, Sweden, and Bahrain, among others. Even in India, there is consistent demand for my spices from various regions. Additionally, celebrities at various exhibitions, such as 'Chala Hawa Yeu Dya' and 'Tujhyat Jeev Rangla,' have endorsed and used my spices, further boosting their popularity. This extensive promotion has significantly contributed to the growth of my business.



Q15: What are the challenges that female entrepreneurs still face in the business world, and how have you overcome them?

Ans15: A woman has to play multiple roles, such as homemaker, wife, mother, and businesswoman. At times, balancing household responsibilities with business demands can be challenging. However, for me, the unwavering support of my family members, especially those in my household, who understand the importance of both my personal and professional life, has made it relatively easy. Establishing a harmonious balance between family and business life is crucial, and excellent time management skills are essential. Once the priority is set between family and business, the journey becomes much smoother. Challenges encountered in life are like milestones for personal growth, and overcoming them is essential for progress. Hence, I find it quite natural to address these challenges to achieve personal development.





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Q16: If you were given the opportunity to have a business dinner with a influential, deceased or alive personality, who would it be and why?

Ans16: I would love to have a business dinner with Mr. Chuni Lal Gulati, the owner of MDH company. Since its inception in 1919, MDH has been continuously growing. Therefore, I am fascinated by Mr. Gulati's extensive experience, his strategic planning, solutions to various problems, and his remarkable journey. I believe that learning from his guidance would greatly benefit the development of my business.

Q17: Do you implement any positive and empowering initiatives in your company to promote the progress and well-being of your employees? Please provide details.

Ans17: I always advise my dealers to save a portion of their earnings regularly. Also, based on my experiences, I frequently address their concerns and strive to provide solutions to their problems. Employees in the company are like family members to me. I actively involve myself in their joys and sorrows, encourage them to perform their best, and help them achieve excellent performance ratings. Maintaining unity among employees is crucial for the company's success. By encouraging their children's education and assisting them in overcoming obstacles, I ensure their progress, which, in turn, contributes significantly to the company's advancement.

Q18: Finally, if you were to describe your business's essence and your role as a businesswoman in just one word, what would it be and why?

Ans18: 'Empowered Woman' I consider myself a complete woman, and fulfilling the dream of becoming an entrepreneur, like other successful entrepreneurs, is my way of being an empowered woman. A woman should not limit herself to being just a homemaker but strive to be the 'financial backbone' of her family.

Your dedication to sharing knowledge about the spice business and inspiring new entrepreneurs, especially women, is truly admirable. Your journey with Ruchi Masale has not only reached households globally but is also shaping a path for others to follow. Best wishes for continued success!

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Designed by : Creators Den





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Introducing "Femme Forward," a captivating magazine celebrating the extraordinary journeys of 11 remarkable women, each shining brightly in their respective fields. From the intricate strokes of a Rangoli artist to the soul-stirring verses of a poet, from the nurturing guidance of a teacher to the captivating narratives spun by a writer, our pages are adorned with the diverse hues of talent and passion.

Within these pages, you'll meet a calligraphy artist whose ink flows with elegance, a fitness coach inspiring strength and vitality, and a compassionate social worker weaving threads of change in our communities. Venture further and discover the entrepreneurial spirits behind a kitchen of culinary delights and the aromatic spices that tantalize the senses.

Delve into the insightful wisdom of a counselor, guiding hearts towards healing, and the mesmerizing performances of a mono artist, captivating audiences with each word uttered. Through their stories, we illuminate not only their individual journeys but also their profound impact on society, weaving a tapestry of empowerment and inspiration for all who dare to dream.

"Femme Forward" is more than just a magazine; it's a beacon of empowerment, a celebration of diversity, and a testament to the boundless potential of women everywhere. Join us as we embark on a journey of discovery, illumination, and empowerment, one story at a time.