



Y E G A P
Young Entrepreneurs Group of Asia Pacific

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Message from the Chairman



The Young Entrepreneurs Group of Asia-Pacific (YEGAP) has come a long way since its inception in May 2004. Under the leadership of Anna Marie Periquet, YEGAP has driven the mission of promoting and instilling a pro-enterprise spirit among young entrepreneurs in CACCI member countries. I would like to thank Anna for her relentless passion, support, and leadership in making this journey an extraordinary one.

We have been working relentlessly to define the new beginning for YEGAP. As I take over as Chairman of YEGAP, I would like to encourage us all to work collectively towards generating hope, inspiration, and drive in shaping a better tomorrow specially during these tumultuous times towards sparking a true entrepreneurial spirit that embraces and overcomes the ever-emerging challenges.

I would also like to take this opportunity to thank the 23 executive team members from 14 Countries in 5 regions for accepting the invitation to work towards developing the entrepreneurial spirit in Asia. The Executive Committee for the past eight months has been working dedicatedly to define the vision, mission, core values, tagline, by-laws, and theme for 2021-2023. I applaud the visionary team and their passion to give back through YEGAP. Given the COVID-19 pandemic situation, it was not easy to form the team; I cannot laud the CACCI Secretariat enough for their unconditional support and sheer determination during this time.

I have always believed that entrepreneurs drive the world forward and youths being young and wild and free, source out the best and the brightest ideas that pave the future. And I believe that we have seen this to be true in the recent times with youth adopting innovative ways to solve problems posed by the pandemic, driving forward the entrepreneurial spirit. Thus, with this, we would like to launch the Theme of YEGAP for Year 2021 – 2023 as “Towards an Entrepreneurship-Driven Recovery”.

With this new beginning, my team and I are excited to take forward our grand mission to connect YEGAP to the world and work towards developing network of over 50,000 young entrepreneurs. We have identified six committees led by leaders from the Executive Committee and structured activities around these committees. We are committed to driving the entrepreneurial spirit in Asia and we welcome you to join the mission.

Finally, I would also like to extend my deepest gratitude to CACCI, and President Mr. Samir Modi and the CACCI Council for their support and guidance; and wish you all a blessed, healthy and prosperous New Year 2022!

MANGESH LAL SHRESTHA
Chairman, YEGAP

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The New, Restructured YEGAP

How it started



Anna Marie Periquet first broached the idea of forming a Young Entrepreneurs Group in 2004 to then CACCI President K. K. Modi, the late father of current President Samir Modi, during a CACCI meeting in Malaysia. The daughter of Dr. Aurelio Periquet, one of CACCI's founders, Anna recalled that she was always the youngest delegate in the CACCI meetings she attended with her father.

As an entrepreneur herself then, she thought of setting up a group of young entrepreneurs from CACCI member countries and bring them together during CACCI gatherings. To her surprise, Mr. Modi endorsed her proposal. Thus, the Committee on Youth Entrepreneurship was formally set up later in 2004 during the 68th CACCI Council Meeting in Phnom Penh, Cambodia, with Anna elected

as founding chairman. The group would later be renamed the Young Entrepreneurs Group of Asia-Pacific, or YEGAP.

YEGAP held its inaugural breakout session in February 2005 during the 20th CACCI Conference in New Delhi, India. They met for the second time in October 2005 in Tbilisi, Georgia during the 70th CACCI Council Meeting, where they elected Ted Suzuki as Vice Chairman. During their run, the group's activities included breakout sessions during annual CACCI Conferences, publishing the bi-annual YEGAP Newsletter, and setting up the now-defunct YEGAP website. They also gave out the Asia-Pacific Young Entrepreneur Awards in recognition of excellent young entrepreneurs in the Asia-Pacific rim who not only are successful in their business but also advocate corporate social responsibility for the good of their country.

After having chaired YEGAP for many years, Anna resigned from the chairmanship of the Group to give way to the younger business leaders who were active in CACCI — in particular, Mr. Mangesh Lal Shrestha, whom she met during the CACCI meeting in Kathmandu in 2012.

How it's going



In early 2021, Mangesh began the process of taking over leadership of YEGAP, beginning with setting up an Executive Committee (EC) comprised of representatives appointed by CACCI Primary members, which currently numbers 23 members from 14 countries across the Asia-Pacific region.

The EC met virtually for the first time on April 14, 2021, during which they were introduced to each other and to the background and history of YEGAP. During their second meeting on May 5, they reviewed the governance structure of YEGAP, reviewed its draft by-laws, and nominated Vice Chairs for each of the six regions in Asia represented by YEGAP.

Executive Committee members took part in a visioning workshop that was divided into two sessions on June 16 and July 7. The group discussed ideas on strategic imperative, envisioning YEGAP in

2025, as well as core values during the first session. On the second session, Chairman Mangesh presented the proposed vision and mission statements, core values, tagline, theme for 2021-2023, committees, and activities, that were distilled from the ideas discussed on June 16:

- **Vision:** Be an influential networking and resource-sharing platform for Asia's young entrepreneurs through constant learning, mentoring, advocacy, and collaboration.

- **Mission:** To form a community of Asia's young entrepreneurs and business leaders through partnerships with each other and with governments, learning institutions, and other like-minded organizations to help create a pro-enterprise environment.

- **Core Values:**

1. Entrepreneurial spirit
2. Collective leadership
3. Social responsibility
4. Advocacy
5. Diversity and inclusivity
6. Empowerment

- **Tagline:** Igniting the Entrepreneurial Spirit

- **Theme for 2021-2023:** Towards an Entrepreneurship-Driven Recovery

All these were subsequently approved on September 8. During the same meeting, six proposed committees were established and their chairs selected:

- *Learning & Networking Committee*, chaired by Khulan Davaadorj from Mongolia



- *Engagement, Branding & Communication Committee*, chaired by Jay Thian from Taiwan and Charmaine Leong from the Philippines

- *Membership & Partnership Alliance Committee*, chaired by Michael Lee from Korea

- *Strategic Planning, Governance & By-Laws Committee*, chaired by Rommel Gerodias from the Philippines

- *Policy Advocacy Committee*, chaired by Rishabh Shroff from India

- *Programs & Events Committee*, chaired by Richard Lin from Taiwan

CACCI President Samir Modi and YEGAP Founding Chairman Anna Marie Periquet met with Members of the EC at a virtual meeting on October 18, and were updated on the group’s progress thus far. Following this, the new restructured YEGAP was officially launched by Chairman Mangesh at the 94th CACCI Council meeting on October 26, where it received council approval.

At the moment, EC members are working on their plans for the new year — setting up exciting activities and programs for young entrepreneurs in Asia-Pacific.

Stay tuned!



Meet the YEGAP Executive Committee



Mangesh Lal Shrestha

YEGAP Chairman

- *Chamber Affiliation:* Federation of Nepalese Chambers of Commerce and Industry (FNCCI), Nepal
- Director at CAS Group
- *Line of business:* ICT, Digital, Data Center, AI, Consulting, Distribution, Software, System Integration, Managed Service, BFSI, Agrotech

Richard Lin

*Vice Chair for East Asia
Chair, Program & Events Committee*

- *Chamber Affiliation:* Chinese National Association of Industry and Commerce (CNAIC), Taiwan
- Director at Taiwan Glass Ind. Corp.
- *Line of business:* production of flat glass, fiberglass, container glass, automotive glass, solar glass, and ultra-thin glass





Rommel Gerodias

*Vice Chair for Southeast Asia
Chair, Strategic Planning, Governance &
By-Laws Committee*

- *Chamber Affiliation:* Philippine Chamber of Commerce and Industry (PCCI), Philippines
- President of A101 Innovations Inc.
- *Line of business:* manufacturing and services

Amzad Hussain

Vice Chair for South Asia

- *Chamber Affiliation:* Federation of Bangladesh Chamber of Commerce and Industry (FBCCI), Bangladesh
- Director at Janata Travels Ltd.
- *Line of business:* ICT, Food & Agriculture, Restaurant & Cafe, Sports Marketing



Sam Johnson

Vice Chair for Oceania

- *Chamber Affiliation:* Wellington Chamber of Commerce, New Zealand
- Founder and Chief Executive of Student Volunteer Army Foundation
- *Line of business:* Education and community disaster response



Hediye Sonmez Kodal

Vice Chair for West and Central Asia

- *Chamber Affiliation:* Union of Chambers and Commodity Exchanges of Turkey (TOBB), Turkey
- Founder of hediye**lik**bahcem.com
- *Line of business:* e-commerce website selling citrus and dried fruit

Khulan Davaadorj

Chair, Learning & Networking Committee

- *Chamber Affiliation:* Mongolian National Chamber of Commerce and Industry (MNCCI), Mongolia
- Director, Lhamour LLC
- *Line of business:* Organic skincare, beauty with a social mission and philosophy rooted in love



Michael Lee

Chair, Membership & Partnership Alliance Committee

- *Chamber Affiliation:* Korea Chamber of Commerce and Industry (KCCI), South Korea
- CEO, CreBiz Factory
- *Line of business:* Education and consulting



Jay Thian

Co-chair, Engagement, Branding & Communication Committee

- *Chamber Affiliation:* Chinese International Economic Cooperation Association (CIECA), Taiwan
- General Manager of Luxury Group
- *Line of business:* Food & Beverage, Wine, Hospitality, Investments



Charmaine Leong

Co-chair, Engagement, Branding & Communication Committee

- *Chamber Affiliation:* Philippine Chamber of Commerce and Industry (PCCI), Philippines
- Managing Partner at Synersign Corporation
- *Line of business:* technology, R&D, marketing & investments





Rishabh Shroff

Chair Policy Advocacy Committee

- *Chamber Affiliation:* Federation of Indian Chambers of Commerce and Industry (FICCI), India
- Partner, Cyril Amarchand Mangaldas
- *Line of business:* Law firm

Hiromi Aoki

- *Chamber Affiliation:* Japan Chamber of Commerce and Industry (JCCI), Japan
- CEO, Suntech Co., Ltd.
- *Line of business:* Manufacturing, Pressure Vessels, Heat Exchangers



Howard Yu

- *Chamber Affiliation:* Chinese National Association of Industry and Commerce (CNAIC), Taiwan
- Executive Director at Yuan Lih Electrical Engineering Co., Ltd.
- *Line of business:* construction and engineering



Joanne Huang

- *Chamber Affiliation:* Chinese International Economic Cooperation Association (CIECA), Taiwan
- Special Assistant to Chairman, Tailung Capital
- *Line of business:* Manufacture and Sale of Motorcycles, Sale of Cars, Manufacture and Sale of Food, Restaurant, Venture Capital



Nimol Meng

- *Chamber Affiliation:* Cambodia Chamber of Commerce (CCC), Cambodia
- Deputy Director General, Cambodia Chamber of Commerce
- *Line of business:* Private sector representative, service for business community



Chhorwathana Chhin

- *Chamber Affiliation:* Cambodia Chamber of Commerce (CCC), Cambodia
- Manager of International Relations, Cambodia Chamber of Commerce
- *Line of business:* Private sector representative, service for business community



Pham Thi Bich Hue

- *Affiliation:* Vietnam Young Entrepreneurs' Association (VYEA), Vietnam
- Chairwoman of Western Pacific Jsc.
- *Line of business:* Logistics, Industrial Zone



John Tran

- *Affiliation:* Vietnam Young Entrepreneurs' Association (VYEA), Vietnam
- Director at Matrix Alternative Investment Management, Inc
- *Line of business:* Renewable Energy, Trading, Investment





Vani Nades

- *Chamber Affiliation:* Papua New Guinea Chamber of Commerce and Industry (PNGCCI), Papua New Guinea
- Founder/CEO, Emstret
- *Line of business:* Internet Service Provider /Digital Solutions/Entrepreneurial Hub

Udeep Shrestha

- *Chamber Affiliation:* Federation of Nepalese Chambers of Commerce and Industry (FNCCI), Nepal
- Executive Director of Panchakanya Group
- *Line of business:* manufacturing , trading, construction, energy



Md. Muntakim Ashraf

- *Chamber Affiliation:* Federation of Bangladesh Chamber of Commerce and Industry (FBCCI), Bangladesh
- Managing Director at Chandina Farmland & Cold Storage Ltd.
- *Line of business:* Agro, Cold Storage, Developing, Tourism & Potato Export, Import & Frozen Food



Sheikh Muhammad Ali

- *Chamber Affiliation:* Federation of Pakistan Chambers of Commerce and Industry (FPCCI), Pakistan
- Director at Shelton Hotel
- *Line of business:* Hospitality, tourism



Muhammad Shiraz

- *Chamber Affiliation:* Federation of Pakistan Chambers of Commerce and Industry (FPCCI), Pakistan
- Director at M/S Shiraz Corporation
- *Line of business:* Construction, building materials, electronics

Khulgen Nyamkhuu

- *Chamber Affiliation:* Mongolian National Chamber of Commerce and Industry (MNCCI), Mongolia
- CEO of National Startup Capital
- *Line of business:* Venture capital investments for startups



ICC Centre of Entrepreneurship opens Jakarta hub to support local innovation in Asia-Pacific

By ICC News



ICC has announced the creation of the ICC Centre of Entrepreneurship Jakarta to equip entrepreneurs in the Asia-Pacific region with the tools and skills to grow their businesses.

In partnership with ICC Indonesia, the ICC Centre of Entrepreneurship Jakarta will work with various stakeholders, including businesses, chambers of commerce, local chamber of commerce, academic

institutions, international corporation, intergovernmental and governmental agencies, to connect local entrepreneurs to global markets. The Centre of Entrepreneurship Jakarta will mentor local start-ups, educate young entrepreneurs, and provide small businesses with resources to digitise and expand their operations.

Based in Jakarta, the first ICC Centre of Entrepreneurship hub in Asia-Pacific will be uniquely placed to support Indonesia's community of 64 million small and medium sized enterprises (SMEs) and growing start-up ecosystem. Despite the economic consequences of the COVID-19 pandemic, Indone-



sia remains Southeast Asia's largest economy with the World Bank estimating that the country's GDP is expected to grow as much as 5% in 2022. Given Indonesia's economic importance, the ICC Centre of Entrepreneurship Asia-Pacific Hub will play a critical role in supporting local innovation and preparing the next generation of business leaders in the Asia-Pacific region.

"Selamat siang! We are extremely pleased to be joining ICC Indonesia to launch the latest ICC Centre of Entrepreneurship in Jakarta," said John W.H. Denton AO. Over the past two decades, Indonesia's economy has expanded to become the largest in Southeast Asia and one of the most important marketplaces for digital technology and innovation. With new start-ups springing up across the country everyday, we believe that the ICC Centre of Entre-

preneurship Jakarta will be a vital resource for entrepreneurs and small business owners as they expand their ideas and ambitions."

Since 2020, ICC has launched several regional hubs of the ICC Centre of Entrepreneurship to provide specialised training, mentoring and support services to help entrepreneurs establish, fund, manage and expand their start-ups. The first regional ICC Centre of Entrepreneurship was launched in Istanbul in early 2020 to serve the Central Asia and Caucus region and was followed in October 2020 by another regional hub in Beirut to serve the Arab region.

In September, ICC launched the ICC-ECA Centre of Entrepreneurship to serve the Africa. In October, ICC launched the ICC Centre of Entrepreneurship in Buenos Aires to prepare the next generation of entrepreneurs in the southern cone of Latin America.



In Indonesia, mentors are helping turn entrepreneurial spirit into business success

By The Mastercard Center for Inclusive Growth

In 2017, Andi Ashar needed to earn some extra money to pay for his studies in information systems at his university in Makassar, on the Indonesian island of Sulawesi. He heard about a contest sponsored by an international mining company for the best infographic design and decided to try his luck. He was amazed when he won first place, earning him the \$1,750 prize.

Ashar decided to use the money to start his own T-shirt screen-printing business, Keraton Kaos. He quickly attracted a base of new customers but then hit a wall. Unable to motivate his staff to take

more initiative, he shouldered many daily responsibilities himself, and as his business grew, his finances became increasingly difficult to handle.

"Learning how to screen-print the T-shirts by hand was one thing," says Ashar, now 26. "But running the business was a completely different type of challenge. There was a definite learning curve."

Around this time, Ashar spotted an advertisement about Mercy Corps' MicroMentor Indonesia program. He immediately signed up, hopeful he could find a mentor to show him the ropes of managing a small business.



Ashar's experience is not uncommon. Before the pandemic hit, more than a third of young adults in Indonesia wanted to run their own businesses, according to a World Economic Forum survey of youth attitudes in the region. But while the number of startups has boomed in Southeast Asia's largest economy, young entrepreneurs with little business experience have struggled to persuade would-be investors to provide the capital they need to grow.

On the country's thousands of smaller islands — outside of the main islands of Java and Sumatra — starting a new business can be even more challenging. There is very little support available for young entrepreneurs, and they often face connectivity and infrastructure issues. On top of that, cybercrime is a grave and growing threat worldwide.

MicroMentor Indonesia's digital platform, with inaugural support from the Mastercard Center for Inclusive Growth, is reaching these entrepreneurs by training thousands of volunteers to become their mentors and by providing cybersecurity tools and digital instruction. The platform has been endorsed by the country's Ministry of Cooperatives and Small and Medium Enterprises for its effective approach to expanding support to 65 million micro, small and medium-sized businesses throughout the archipelago.

"Digital transformation is important for the economic recovery of MSMEs during the pandemic," says Teten Masduki, who leads the Indonesian ministry. The number of these businesses that have connected to the digital ecosystem has nearly doubled during the pandemic, from 8 million to 15.9 million, with the government targeting 30 million by 2024, he says. "This means that our focus is now on how to accelerate the digitization for MSMEs."

MicroMentor Indonesia is part of the broader Mastercard Academy 2.0 initiative to equip 100,000 Indonesians — from schoolchildren and young adults to entrepreneurs and mid-career professionals — with the digital skills they need to succeed in the economies of the future. Mastercard 2.0 includes Girls4Tech, the company's signature STEM

education program for girls 8 to 14; a cybersecurity training and job placement program for vocational students; and an online cybersecurity toolkit from the Global Cyber Alliance that, along with the MicroMentor Indonesia program, will help entrepreneurs like Ashar grow and secure their businesses.

Using the MicroMentor Indonesia platform, Ashar browsed available mentors and came across Ruhaisal Ifna, an entrepreneur and university lecturer based in Makassar, his hometown of 1.4 million.

Like Ashar, Ifna had started her own businesses as a student, first making and selling ice cream, then setting up another company to sell toys. She understood the local market and was full of ideas about how Ashar could tap into the student population and find new ways to grow Keraton Kaos.

In Ifna, Ashar discovered a kindred spirit who quickly became like a big sister to him. And Ifna cherished the chance to share her expertise to help launch the careers of young entrepreneurs in her community.

"The first thing I thought was that I needed to motivate him," Ifna says. "He was so enthusiastic but was filled with doubt about how to grow his business. He just needed to unlock his potential."

Working together in the months before the pandemic hit, the two would communicate by WhatsApp and met a couple of times in person to talk about how to develop Keraton Kaos.

Thanks to her guidance, Ashar honed his management skills and got a tighter grip on the company's finances, which ultimately helped boost revenues for his company. "Even things that may seem little to you as a mentor can have a big impact on other people," Ifna says.

Before the pandemic, Keraton Kaos employed nine staff members who printed up to 2,000 T-shirts a month with its clients' designs. The company had also built a strong digital profile through its website as well as social media. That strategy was a lifesaver during the lockdown, because it allowed the company to rely on its online sales.

Now Ashar and Ifna are looking to work together to develop business mentoring in Makassar and help more entrepreneurs capitalize on digital technologies that can take them to markets beyond Sulawesi. "You're never too young to set up a business," Ashar says. "If you've got a great idea, get started on it as soon as possible."

Pandemic spurs youth in Southeast Asia to chase startup dreams

By K Oanh Ha, Bloomberg

A new generation of young professionals, defined by the realities of a global pandemic, are eschewing work at established corporations and jumping into startups. It's a trend that's led to more tech activity in Southeast Asia, says a Thai venture capitalist running a \$30 million fund hunting for investments.

When the venture-capital arm of Thai Oil Pcl began looking for tech startups to help its businesses become more efficient and diversified in 2020, it struggled to find companies with promising innovations rooted in hard sciences and applied engineering, Luck Saraya, Managing Director of TOP Ventures, said in an interview from Bangkok. Just 12 months on, there are many more offerings, with a new crop of entrepreneurs who've thrown conservative attitudes about working in startups out the window, he said.

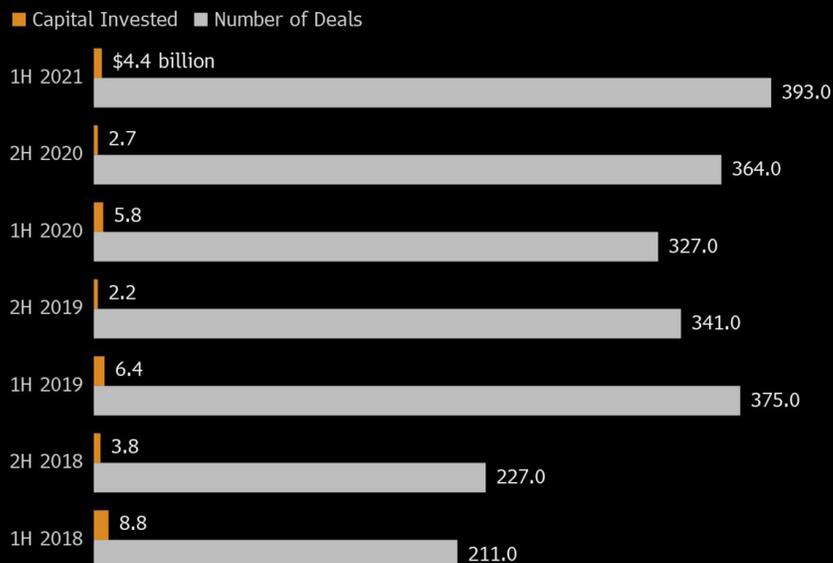
"This younger generation are more willing to take the risk to work for a startup -- that's a mindset that didn't exist before," Saraya said. "Just a few years ago, young people wanted to work in a big company with high job security. Now we're seeing more lean toward tech."

Although Covid-19 has decimated tourism and retail in Southeast Asia, the region is home to some of the fastest-growing internet markets. Venture backers made a record 393 deals in the first half of 2021, raising \$4.4 billion by investing in startups across Southeast Asia, according to Cento Ventures.

TOP Ventures has been in on the frenzy. Since 2020, the company has backed three venture capital funds and invested directly in four startups, deploying about \$18 million. It plans to invest the rest of the fund's money by next year and is looking for startups with innovations in manufacturing, food and biotech

Race for Unicorns

Southeast Asia inks record number of tech deals



Source: Cento Ventures

Bloomberg

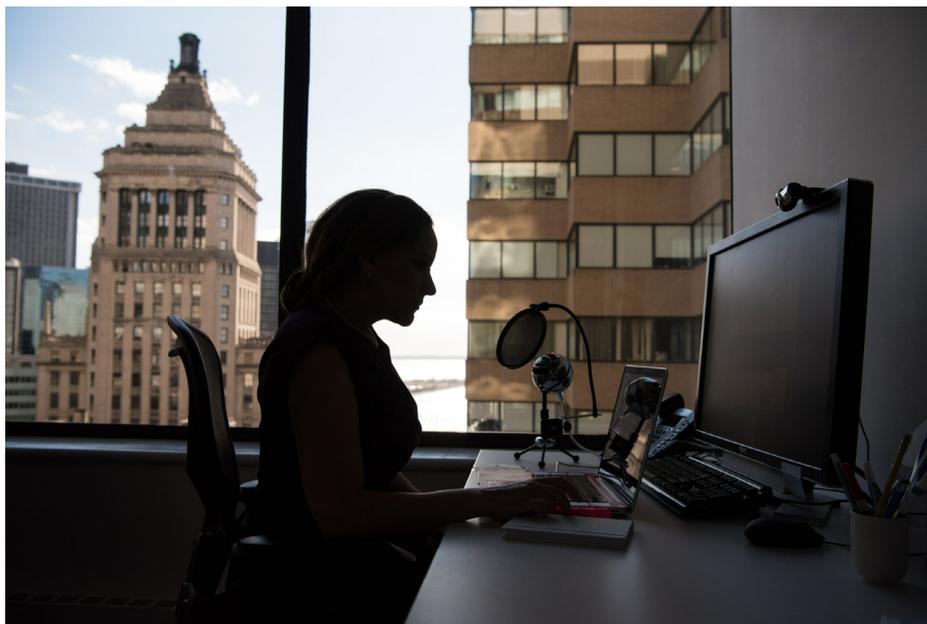


as well as electric vehicle and battery innovations.

It also invested \$5 million in the AEF Greater Bay Area Fund, with Alibaba Hong Kong Entrepreneurs Fund as an anchor investor. The company aims to invest in promising Chinese startups working in the EV or autonomous driving space, said Saraya.

Women entrepreneurs in India boosting start-up ecosystem amid challenges, gender inequality

By Sharmita Kar, Hindustan Times



At a time when women are hitting the bull's eye at the bourses and entering the billionaires club, Indian businesses are getting a much-needed non-androgenic perspective. In a largely male-dominated world, women are finally braving their feet to celebrate entrepreneurial ideas and pacing their way up to become successful businesswomen.

While November 19 is recognised as the Women's Entrepreneurship Day, women in business need to be celebrated, empowered and supported every day.

"There has been a significant shift in the way young women view entrepreneurship than in previous generations. They are confident, ambitious and passionate about their careers," says Sabena Puri, the CEO and co-founder of Stage 3, a fashion retail and styling platform.

India has seen a rapid growth in entrepreneurship in the past decade and over the past few years many women have entered the league of leading start-ups. While pioneers like Kiran Majumdar-Shaw are there to remind us that nothing can come in the way of their fiery streak, newer unicorn owners like Nykaa's Falguni Nayar are taking the torch of inspira-

tion forward.

"Not only are more women embarking on the entrepreneurship journey, but they are also building innovative solutions successfully. Nykaa's successful IPO earlier this month is proof of this," says Rashim Mogha, Customer Market Leader for Leadership and Business Solutions at Skillssoft.

However, despite these successes, women continue to face more challenges than men as an added societal pressure of maintaining a work-life balance falls heavy on their shoulders. For women, running a business is not enough but it means excelling at their domestic roles just as much.

"As a woman business leader, I know that I must put in double the effort than my male counterparts to prove myself. As I interact with other women founders, I realise that their story is similar," Mogha says.

While success stories about women are on a rise, a recent report by the World Economic Forum stated that "eight out of every 10 media reports worldwide are about men: only two of them have women in focus".

Furthermore, the World Economic Forum's

Global Gender Gap Report 2021 shows that while on one hand the proportion of women among skilled professionals is continuously increasing, along with the progress towards wage equality, albeit at a slower pace, “on the other hand, overall income disparities are still only part-way towards being bridged and there is a persistent lack of women in leadership positions, with women representing just 27% of all manager positions,” the report stated.

According to the WEF Global Gender Gap Report 2021, India has slipped 28 places to be ranked 140th out of 156 countries, amongst the lowest in South Asia. The gender gap in India has widened to 62.5%, largely due to women’s inadequate representation in politics, technical and leadership roles, decrease in women’s labour force participation rate, poor healthcare, lagging female-to-male literacy ratio and income inequality.

Dolly Kumar, the founder and director at Cosmic Nutracos, the parent company of health, wellness and beauty brands Gaia and Skinella, tells us that like any other businessperson, she also faced numerous challenges at the start of her career and these challenges were heightened because she is a woman.

“People had doubts about my entrepreneurial skills. A decade and a half later, I have dispelled all doubts by establishing successful brands in the FMCG industry. Today, I am at the helm of all strategic decisions at Cosmic Nutracos,” Kumar says.

So, what is then stopping more women from becoming entrepreneurial leaders?

Kanu Sharma, the co-founder of House of Candy tells us that this untapped entrepreneurial spirit of women in India can be accelerated only once the stereotypical gender roles are relaxed.

“A woman is expected to play many roles and excel at them. The unreal expectations to play parallel roles to be a perfect wife, mom and still excel at work to be recognised as opposed to a man where he can single-handedly concentrate on just work and won’t be held accountable for ‘home stuff’ is a bit unfair. Unfortunately, in India, the ‘woman of the house’ is expected to keep it all together. The pressure to prove herself and be judged in one more role

certainly squashes this untapped entrepreneurial spirit in my opinion,” Sharma says.

However, encouragement alone is not enough if one doesn’t have the right skill set for managing their business.

“Leading a company requires knowledge and understanding of both strategy and operations. It requires taking that idea and building a product or a service and putting together a go to market plan. It is hard to have a complete understanding of the entire process without upskilling. Adopting a continuous learning mindset to learn new skills and leveraging coaches to gain confidence and build a strong network can help women to bring their ideas to life,” says Skillsoft’s Rashim Mogha.

At the same time, having a cooperative support system at home is crucial. “Anyone who builds a business needs a strong support framework and women are no different. They need the same support that men get from their families to be able to manage their businesses successfully,” she adds.

There is no doubt that education has played a huge role to help more women be courageous to step out of the restrictions within their household bounds. But, as Kanu Sharma says, “that’s all-in-theory”.

“In reality, the positive shift has been marginal, albeit significant. I, for one, have chosen to celebrate the change, however slight it may be. I aim to keep the dialogue going towards making this issue so irrelevant that we can speak of it as something from the past day,” she says. “The idea is to keep moving forward and lead a life on our terms.”

With more women embarking on the entrepreneurial journey, Rashim Mogha says the world is now getting used to seeing women leaders and their success stories and recognising that they play a critical role in today’s economy.

Gaia’s Dolly Kumar stresses on the need for a work-life balance. “Nevertheless, my work commitments have never got in the way of my personal life. I have managed to maintain a work-life balance,” she adds.



Why raising startups takes more than just money

By Jayne Chan, Head of StartmeupHK, Global Banking & Finance Review

COVID-19 has been a disruptor as it inspired radical changes to the way we live, work and interact with others. There are many lessons to be learnt, such as the critical need for young enterprises to acquire the right skills in order to weather



future storms. That is one of the reasons why both the public and private sectors are called to invest in startups – not just in cash, but also in time, expertise and connections.

A wholistic community of players

For startups to thrive, we need a wholistic community of players that involves universities, public and private enterprises, and governments.

In the last 80 years or so, universities have become key drivers in the startup scene. Silicon Valley, which, if it were a country, would be considered amongst the richest in the world with US\$128,308 GDP per capita. The world's foremost tech hub owes a large part of its success to Stanford University supporting and aligning its interest with tech companies and fostering entrepreneurship among its student body.

Nowadays, as the world is still struggling to wrap its head around the newly emerging COVID-19 variants, the role of universities is more important than ever in supporting startup development. According to a recent research by Youth Co: Lab, 92% of sampled youth-led enterprises in the Asia-Pacific region were set back by the pandemic as they failed to steer their businesses through lockdowns, changes in consumer behaviour, broken supply chains and credit crunch. On the other hand, some university-led entrepreneurship projects, including Oxford University spin-off Vaccitech, have achieved

milestone success.

But how do we foster a culture of entrepreneurial behaviour? For universities, they need to provide an environment that defies the norms. An entrepreneurially-minded university sees learning as a

reciprocal process where students contribute to the institution's growth, and uses its network to connect students with the business world so that external entrepreneurs can provide funding, knowledge transfer, and mentorship.

Hong Kong, with five of its universities in the Top 100 of the QS World University Rankings, has a number of initiatives to support student entrepreneurship. The Entrepreneurship Minor Program at the Hong Kong University of Science and Technology is a perfect example, incorporating knowledge transfer, mentorship, competitions and funding. Meanwhile, the University of Hong Kong has introduced its latest Technology Startup Support Scheme, enlisting successful companies founded by its students, who may receive a maximum of HK\$1.5M for up to three years. City University of Hong Kong, on the other hand, aims to create 300 startups in three years through its HK Tech 300 scheme.

Governments also need to play their part in identifying opportunities or gaps in its startup ecosystem, and develop appropriate policies to support the growth of the startups. Regular review of requirements, incentives, and tax exemptions for young entrepreneurs should be on the card. Hong Kong-based startups, for example, are reaping benefits from the joint-policies in the Greater Bay Area. A Hong Kong/Shenzhen Innovation and

Technology Park is now underway, where innovators can connect across the border with reduced bureaucratic burden under the Memorandum of Understanding signed between Hong Kong and Shenzhen.

The roles of enterprises: funding, knowledge and mentorship

For the next generation of startups to prosper, private enterprises should be open to deploying technology from startups which could give them an edge, and benefit the startups through hard to get sales in those early years. Another way for big companies to help would be to create dedicated investment funds for empowering the next generation of entrepreneurs. Here again, Hong Kong

boasts a solid ecosystem, with large enterprises going the extra mile in supporting startups, be it the HK\$1 billion Alibaba Entrepreneurs Fund, or the accelerator programmes by The Mills Fabrica, PwC and KPMG.

Setting the stage for tomorrow's success

It takes a village to raise children. In the same manner, a closely knit community of universities, entrepreneurs and governments will provide the right kind of environment and opportunities for startups to learn, to mature, and to flourish even in the toughest economic climate. We don't know what tomorrow may bring, but we do know that our future starts with the choices we make today.



Addressing gaps between men and women entrepreneurs can drive global economic growth: report

By Geri Stengel, ForbesWomen

Entrepreneurs are an engine of economic growth. Addressing gaps between men and women entrepreneurs can increase innovation, create jobs, improve productivity, boost competitiveness, and grow wealth. With an estimated 274 million women involved in business startups worldwide, they are a force that can drive post-pandemic recovery globally, according to 2020/21 Women's Entrepreneurship Report: Thriving through Crisis.

For 23 years, the Global Entrepreneurship Monitor (GEM) has provided data to guide policymakers' decisions. The latest GEM report focusing on women offers insights into many aspects of entrepreneurship. "Women are some of the poorest entrepreneurs, but we can't ignore the fact that they're making huge positive impacts," said Amanda Elam—a GEM researcher, Research Fellow at Babson College's Diana International Research Institute and the lead author of the GEM 2020/2021 Women's Entrepreneurship Report.

Entrepreneurial Motives

Social, cultural, political, and economic

contexts vary from low- to moderate- to high-income countries. Individual motivations for starting a business vary, too. Are men and women starting businesses because they can't find a job or see an opportunity in the marketplace? The answer varies with the wealth of the country.

For women (and men) in low- and moderate-income countries, the scarcity of jobs drives them to start businesses out of necessity. While job scarcity was the most likely reason for both men and women to turn to entrepreneurship, women were more likely to do so than men: 75% compared to 70%.

Women are more likely to be solopreneurs. And, on average, women employer firms have fewer employees than their male counterparts.

In high-income countries, women participate to a much greater degree in the labor force. They are more likely to see an opportunity in the marketplace rather than by necessity.

Impact of the Pandemic

The economic shock of Covid-19 hit women entrepreneurs harder than their male counterparts.

“This is consistent with other findings,” said Elam. In general, women-owned businesses were hit harder for several reasons:

- Their companies are smaller, making them more vulnerable to market and economic disruptions.
- The industries that they are concentrated in were more likely to be impacted by the pandemic than other sectors.
- Women have more care responsibilities at home.

Many women entrepreneurs adapted—even growing their businesses—but others temporarily or permanently closed. Worldwide, women were 20% more likely to close their businesses than men were: 41.9% compared to 35.5% of men. However, when paid childcare options disappeared and schooling went online from home, women entrepreneurs in Europe and North America were 50% more likely than men to shutter their businesses due to the pandemic.

In many low-income countries, the extended family helps care for young children, so childcare options didn’t disappear during the pandemic. Women in low-income countries were less likely than men to report business closures: 35.6% compared to 38.5%.

Government and Cultural Factors

“Policies and interventions vary considerably from country to country and so do our findings,” said Elam. Women entrepreneurs in low- and moderate-income countries were more likely to see government response as effective. The opposite was true in high-income countries.

Women in low- and middle-income countries showed the highest Total Early-Stage Entrepreneurial Activity (TEA). They were closer to gender parity than high-income countries. The Latin America and Caribbean region reported the strongest startup intention.

Cultural factors also influence startup activity. Rates for men and women are about the same for these cultural factors:

- Ease of starting a business.
- The perception that entrepreneurship is a good career.
- That new business ownership is a high-status job.
- That media coverage is favorable for new companies.



Startup rates tend to be highest in low-income countries, especially in Central and East Asia, the Middle East, and Africa.

Women are about 10% less likely than men to:

- See new business opportunities.
- To be undeterred by fear.

High-Growth Companies

High-growth entrepreneurship is responsible for much of the economic impact, innovation, and job creation that spur economic growth. Women entrepreneurs represent about one in three growth-oriented entrepreneurs. There are a few promising stats in this category.

Globally, women and men were equally likely to report that the pandemic provided business opportunities.

Men and women entrepreneurs are almost equally likely to offer innovative products or services that are new to all or some customers. “They’re [opportunity entrepreneurs] making huge positive impacts, leading some of the biggest companies around the world,” said Elam.

Providing some funding to early-stage startups are informal investors. There are 144 million active, informal women investors, representing over 5% of women worldwide and over 40% of informal investors in the world. Women investors are more likely to fund women entrepreneurs. However, there is a vast disparity in institutional funding for women entrepreneurs. This gap needs to be addressed.

“Focusing on high-growth women entrepreneurship could make a big difference,” Elam said. But she also noted that the accelerators that support entrepreneurs scaling their companies serve men predominantly.

“Policymakers tend to focus on supporting low-income entrepreneurship,” said Elam. Local-income entrepreneurship is essential, but so, too, is focusing on high-growth women entrepreneurs. To narrow the

gap between men and women, policymakers need to encourage the women-funding-women, impact investment, and gender-lens investing movements, commented Elam.

The pandemic drove home just how important access to childcare is in high-income countries. Women can't fully participate in the workforce, including entrepreneurship. The U.S. needs to have a comprehensive strategy that addresses the affordability of childcare and the wages of the people who care for our most precious resource—

young children.

Male entrepreneurs are 30% more likely to sell their products and services internationally. This gap widened dramatically from last year to this. Policies and entrepreneurial training programs could play a role here.

The Latin American and Caribbean region include some of the most vibrant economies in the world. Policies that encourage high-income countries such as the U.S. to invest would ignite growth.



Why the world needs to invest in female climate entrepreneurs

By Talal Rafi, World Economic Forum



In the fight against climate change, entrepreneurship and innovation – known as “greentech” – are essential. Women are more affected by climate change than men, and yet greentech is currently a male-dominated field; in Canada, only 1 in 10 greentech business founders are women and only 19% of greentech startups

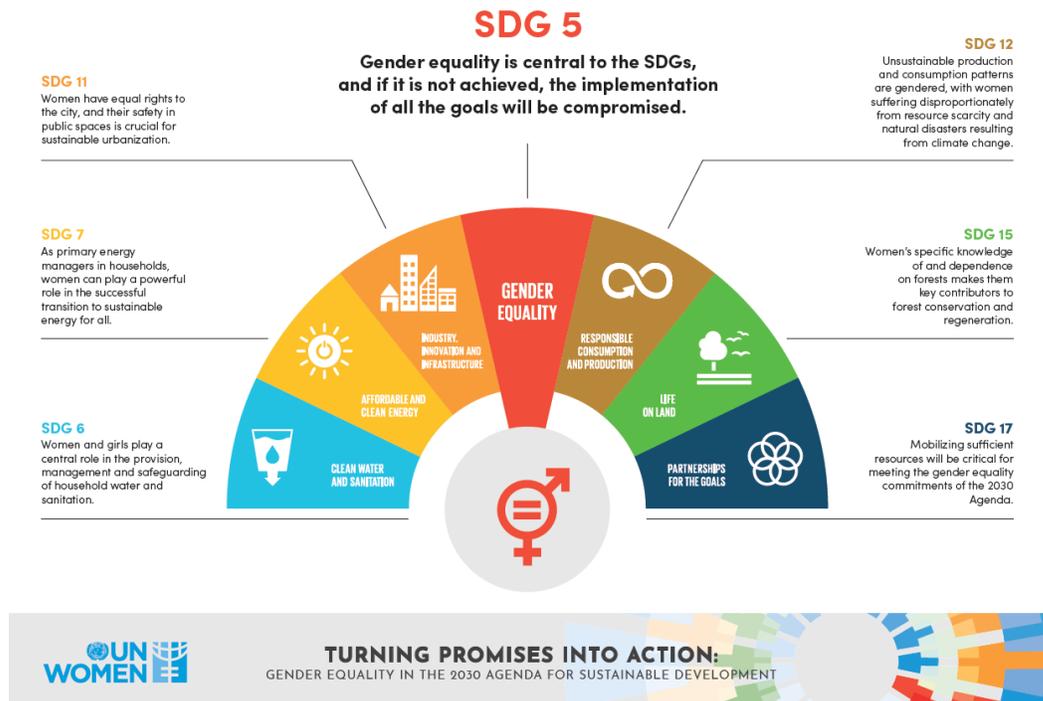
have at least one female founder. When it comes to creating climate solutions, the female perspective is sorely lacking.

Investing in female entrepreneurs would generate higher returns for society as a whole, as women invest more of their income in their families compared to men. And as female-founded businesses tend to employ 2.5 times more women than male-founded businesses, empowering female entrepreneurs would also mean that more women could access job opportunities.

Female entrepreneurs are more likely than their male counterparts to innovate to address social needs, and women also score better than men in key skills such as leadership, problem-solving and innovation. Venture capital funding in climate tech is currently growing five times faster than the overall venture capital funding, indicating the high level of demand for this area of innovation. If women were able to access positions of leadership in this field, it would help to create wealth and reduce the gender wealth gap.

Challenges faced by female entrepreneurs

Access to capital is a key challenge faced by female entrepreneurs, with evidence showing that they are discriminated against by banks. In 2017,



A female perspective is necessary when coming up with climate solutions. (UN Women)

only 2% of venture capital funding in the US went to all-female-founded startups. A study by Harvard, MIT and Wharton School showed this gender bias: when the same idea was pitched by a male and a female voice, two-thirds of investors picked the male voice. This bias could be a product of the fact that 88% of decision-makers in venture capital firms are men.

Women face other disadvantages, too. In Asia and the Pacific, studies have shown that women do almost four times more unpaid care work than men, which means they have less time and energy to reskill, work extra hours and network. Greentech is also STEM-oriented and the STEM sectors are dominated by men with only 5% of leadership positions in the UK tech sector held by women. The problem starts at the education level, with only 3% of women in the UK saying a career in tech is their first choice. The lack of female role models is also an obstacle for young greentech entrepreneurs.

How can we address the gender disparity in climate entrepreneurship?

1. Incubators and accelerators

Many startups fail at the initial stages. Incubators and accelerators can provide mentoring, resources, space, networking opportunities and access to capital. Women often lack networking opportunities and joining accelerator programmes can allow them to meet key stakeholders. Climate

startups can face unique challenges, such as the return on investment being long term, and changing government regulations and policies. Accelerator programs can help female entrepreneurs secure valuable advice and support to overcome these challenges.

2. A drive to recruit women in the tech and green sectors

Many entrepreneurs begin by working in a company, and later start a business based on their experience. If the greentech sector employs more women, they will build experience and confidence to start their own businesses. In the US, only 24% of workers in the tech sector are female. At the greentech giant Tesla, 83% of leadership positions are held by men.

3. A drive to appoint more women to the boards of venture capital firms and banks

Only 9% of the venture capitalists investing in tech startups are women, less than 2% of bank CEOs are women, and only 5.3% of board chairs globally are held by women. Having more women in these positions would help to minimize unconscious gender bias. Deloitte's Board Ready Women is a commendable initiative that looks to support women who aspire to serve on boards of public companies. Female participants get advice from experienced board members, help in developing their board profiles and important networking opportunities.

She co-founded a \$1 billion fintech start-up in Asia — and wants to show other women they can too

By Karen Gilchris, CNBC



Tessa Wijaya describes herself as “a unicorn among unicorns among unicorns.” As an Indonesian woman running a \$1 billion financial technology start-up in Southeast Asia, she is a rather rare breed.

Women leaders in tech are uncommon. This is especially true in fintech, where they hold 7% of leadership positions. But Wijaya said she is hoping that will change by showing more women and girls they can follow the path less traveled.

“I really do want to encourage more women to be in tech,” the millennial entrepreneur told CNBC Make It.

A \$1 billion female founder

Wijaya is the co-founder and chief operations officer of Xendit, an Indonesian fintech platform that processes digital payments for businesses in Southeast Asia, like Grab, Wise and Traveloka.

Since launching in 2015, Xendit has grown rapidly. Today, it processes more than 65 million transactions worth \$6.5 billion annually. It reached the \$1 billion “unicorn” status in September.

“The unlikelihood of someone like me — a woman born and raised in a small town in Indonesia — becoming a co-founder in a tech company invested in by billion-dollar funds, does not escape me,” she said.

Finding her feet in finance

As a young girl growing up in Indonesia, Wijaya said she was “strange,” preferring to play with G.I. Joe action figures rather than dolls.

But she was ambitious too, inspired by the grandmother who raised her and her cousins, while running a small food business.

In her early 20s, Wijaya interviewed for an analyst job at a new private equity fund in Jakarta. Though she had no traditional finance experience, her critical thinking and determination impressed the company, and she secured the job. She studied the industry outside of work hours to build her knowledge.

Still, the journey wasn’t easy.

As one of only a few women on the team, Wijaya struggled to be heard. She didn’t have a degree from Harvard or MIT, like many of her colleagues. The general manager of one of the fund’s companies would simply ignore her when she spoke, she said.

“For me, it was a massive challenge... how do I keep up with these people? I had no Ivy League degree,” said Wijaya. “I looked really young, too. To be taken seriously when you look young and you’re a woman is really hard.”

Identifying a rising trend

Yet, she was undeterred. Wijaya was eager to play a role in Southeast Asia’s evolving business scene.

Working closely with emerging start-ups in the private equity space, she saw the region’s rapid rise of technology in the early 2010s. But she also noticed a missing link.

“You have ride hailing, you have e-commerce,” said Wijaya. “They’re nothing without the payments.”

In a stroke of luck, Wijaya was introduced to a group of students from the University of California, Berkeley who were working on a similar project through start-up accelerator Y Combinator.

“It was work love at first sight,” said Wijaya.

The team immediately began working on a new payments platform, that would later become Xendit.

Encouraging more women in fintech

Six years on, the founders and their team of 600 process online payments, run marketplaces and manage finances for businesses in Malaysia, the Philippines, Singapore and beyond.

Of Xendit's staff, some 40% are women, according to Wijaya. She said she views helping women progress in their careers as a personal responsibility.

"I've been given the great opportunity to change how the workplace behaves, so more women can move up the ranks and be the next generation of leaders," she said.

Xendit does that by running "Women In Tech"

mentorship schemes for young women and girls, offering return to work schemes for new moms, and providing meal deliveries for working parents during the pandemic.

Wijaya said she hopes that extra support will make the difference in encouraging the next generation of female fintech professionals to believe they can be leaders too.

"Sometimes I think about where my grandmother would be if she had the opportunities given to me," she said. "I'd like to think she would also be right here. A COO and co-founder... a unicorn among unicorns among unicorns."



Meet these young women who are turning passion into profit – all while still in school

By Hidayah Salamat, CNA



(From left) Lara Manchharam and Derya Okten with their mums. (Photos courtesy of Shireena Shroff Manchharam and Berna Okten)

If Forbes had a 16 under 16 list, these girls could very well be in the running for it.

Ten years ago, the United Nations (UN) declared Oct 11 the International Day of the Girl Child to promote the need to recognise and fulfil girls' rights, address the unique challenges they face around the world, and empower them.

"Adolescent girls have the right to a safe, educated and healthy life, not only during these critical formative years but also as they mature into women," said the UN on its website.

"If effectively supported during the adolescent years, girls have the potential to change the world – both as the empowered girls of today and as tomorrow's workers, mothers, entrepreneurs, mentors, household heads and political leaders," it added.

To mark the day, the UN is encouraging the global community to share stories of "inspiring adolescent girls" and "amplify their leadership, actions and impact to inspire others". And as CNA Women found out, there are three living right here in Singapore.

Amid the weight of the COVID-19 pandemic and the pressures of school, Casey Chen, Derya Okten and Lara Manchharam have tapped into their passions and turned them into side hustles – a feat that even adults would struggle with.

For Casey, 15, crafting handmade jewellery was a hobby she first picked up from her mother.

“I learned to make charms and necklaces from my mum, who does a lot of handcrafted things like soap, jewellery, crystals, phone covers and a lot more,” she told CNA Women.

This year, it occurred to her that starting a small business would be a “win-win situation”. “I don’t only get to showcase my jewellery and creativity, I can also earn some pocket money,” said the Springfield Secondary School student.

So in June, she started @casreworkz, an Instagram account showcasing beaded accessories like bracelets, rings and phone charms, all edited into a grid designed around the trendy “kidcore” aesthetic.

Her accessories are priced between S\$3.50 and S\$15. “The designs on my Instagram are all edited by me. I design them with patterns and colour code them. If the background and jewellery look good, and fit the feed of my Instagram, I will post it,” she said. And she didn’t stop there. Like many Instagram sellers, Casey has another account, @crystalicas, where she sells – you guessed it – crystals and crystal jewellery.

Casey said she makes about S\$60 a week “if business is booming”, dedicating five hours to promoting her pieces on Instagram and packing orders. While reaching a wider audience remains a challenge, she loves seeing others appreciate her designs, which motivates her to keep going. “It’s fascinating how you are able to do things you thought you couldn’t and that feeling of achievement gives me fulfilment,” she said.

Her advice for those who want to follow her lead? “If you want to start a small business, go ahead – it might not work the first, second or even third time but if you’re determined, I’m sure you will succeed.”

Like Casey, Derya Okten said customer satisfaction is the pillar of a successful business, adding that it has to be “something you’re passionate about” and of course, it needs to make money.

The founder of Olaf Organics, a natural soap and perfume store on Etsy, said she was inspired by members of her extended family, some of whom are entrepreneurs. “I also like creating and trying something new. The idea of combining creativity with what I learned from my family and their support gave me the confidence to give entrepreneurship a try,” said the 13-year-old.

Derya’s mother, Berna Okten, said her daughter



Olaf Organics’ French lavender and chamomile soaps, sold for S\$12 each on Etsy. (Olaf Organics Etsy page)



Olaf Organics’ dark espresso coffee scrub soap. (Olaf Organics Etsy page)

has been experimenting with different mediums of art since she was younger and this evolved into a business venture. “It was a gradual process of trial and error,” said Derya, who is in the eighth grade at UWCSEA East. “During summer holidays, my brother and I made many different things like paintings and bookmarks and sold them at the local bazaar in the west of Turkey to raise money for charity.”

“After I took some courses on fragrances and experimented with soap-making, my brother and I talked about selling soap instead,” she added.

While Derya and her 11-year-old brother were born and raised in Singapore, her parents are from Turkey, which is where the family typically spends their vacations. A percentage of her proceeds from Olaf Organics goes to two charities there that support education.

Okten said her daughter handles all the aspects of her business, from product creation to delivery. Derya spends about three hours a week making the soap, experimenting with new products and creating content for her online pages.

Olaf Organics currently offers a summer collection of soaps with natural, “cruelty-free” ingredients like chamomile, espresso, French lavender, honey, peppermint and rosemary, each priced at S\$12. She also sells spice and flower-themed perfumes at S\$12 to S\$17 depending on the size of the bottle.

At the moment, Derya’s earnings “pretty much just cover cost” as she “sells a few every once in awhile”, uses quality ingredients and donates to charity. “My background is in finance so I explain to Derya and her brother the basics of business, like inventory management, cost containment and marketing, in the simplest form,” said Okten. “Apart from being a perfect canvas for her creativity, this business taught her simple business concepts that she can apply to all areas of her life in the future.”

Derya’s brother continues to actively participate in his sister’s work. “My brother and I decided on the artwork (for the business). For example, for our coffee soap collection, it was his idea to have a woody nature vibe to the photos to complement the black, white and brown of the soaps. “I’m in charge of the social media posts and our Etsy store, and my brother helps with inventory, pricing and packing,” Derya told CNA Women.

Other than her family, Derya draws support from her friends, a few of whom will be helping out at the upcoming Makers’ Market at Scape, where Olaf Organics will have a stand for the first time.

For Derya, having a business boosts her sense of “self-success”, particularly in knowing that her products “can be really important to your customers”. “You also have a boost in independence and are provided with a lot of learning opportunities to grow as well as having that freedom with your imagination and your creativity. It also helps with pocket money.”

And what does she have to say to other young aspiring businesswomen? “Do something you’re passionate about, not what others expect you to do; be patient and don’t be scared to experiment; and be prepared to fail – as my mum says, we learn most from our mistakes than our successes.”

Lara Manchharam has always been a “creative



Sample of the candle packaging for On a Wick. (Photo courtesy of Shireena Shroff Manchharam)

little businesswoman”, said her mother Shireena Shroff Manchharam. “She has had 100 ideas, from creating perfumes and selling handmade slimes to having a story published in a book, starting an anti-bullying campaign and raising money for the SPCA,” Manchharam told CNA Women.

“I absolutely love her ingenuity and bravery when it comes to doing exactly what she wants in exactly her own way,” she added.

Lara is now the proud owner of a candle business she calls On A Wick, which currently offers candles in three scents – lavender, lemon and peppermint – for S\$16.80 each. She sells them in bundles as well – the Bestie set comprises two candles for S\$30, while the Celebration set has three for S\$45.

Lara’s website is a work-in-progress so orders typically come through Manchharam’s own Instagram page. “Sometimes, I just wake up with crazy ideas in my mind and want to build on that idea, but with candles, I felt it was something I would put a lot of work into.”

“Lighting candles brings joy to me because you are surrounded by this lovely scent that makes you feel happy and helps you focus on the positive,” said Lara, who studies at Singapore American School.

The 11-year-old has always wanted to be a businesswoman, inspired by her mother, who “created so many different businesses that pushed me to think more about what I can do”.

“I will always give my mum credit because she constantly encourages me to try harder and stay organised!” she said.

Manchharam told CNA Women she ran a



Lara's parents are both entrepreneurs who exposed her to the world of business at an early age. (Photo courtesy of Shireena Shroff Manchharam)

handbag label when Lara was just “a few years old”. “She would accompany me on sourcing trips to Indonesia, sitting in hot sweaty workshops and would even help select material. It was hours in a car and she would participate from those trips to packaging at home, helping clean shelves in my showroom and even keeping me company during sale events,” said Manchharam.

“My husband also has a startup so Lara is constantly around us with our entrepreneurial ideas that it just sparked something in her. We also provide

her with the ability to try and learn independently – while not ‘helicoptering’ and saving her every time she falls,” she added.

For Lara, running a business is an opportunity to leave her comfort zone – “it forces me to have a plan and achieve my goals instead of sitting around playing”.

Lara dedicates five to seven hours a week to her business, using this time to make candles, work on packaging or “working on the Excel spreadsheet”. She said what she enjoys most about the business is the creative aspect – it makes her feel good to create a candle that is enjoyed by others. Doing this creative work also makes her “less likely to use technology and other devices that waste time”.

And what of the parts she doesn’t really enjoy? “When I don’t have the right information about what a customer wants and they don’t like something about my business – that brings down my confidence.”

“But I always tell myself that no one is perfect and I always look at my mum never giving up and being determined, which keeps me going.”

“My advice to others is that when you have an idea in your head, write it down and make a plan to get there, and go for it. Be the person you want to become!”



About YEGAP

Organized under the CACCI umbrella, the Young Entrepreneurs Group of Asia Pacific (YEGAP) aims to provide a platform for young entrepreneurs from the region to network with each other and explore areas of cooperation in suitable programs geared towards the development and promotion of entrepreneurship among the youth. To contribute articles for the Entrepreneur newsletter, please email cacci@cacci.biz.

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