

8 03 2025

Jaipur | Rajasthan

World Trade Center Jaipur Commemorates International Women's Day 2025

Celebrating International Women's Day on the 8th of March 2025, World Trade Center Jaipur organized a round table discussion on, "Women: Navigating Uncertainties, Driving Innovations and Changing Economic Growth of Jaipur" at the conference room, World Trade Center Jaipur office.

Guest of Honour, Mrs. Kulsum Malik, Founder, Kulsum Kaya Kalp, Jaipur shared her struggle and how she built the empire, "The history of Kulsum's Kaya Kalp Herbals began approximately 30 years ago in Jaipur, often known as the Pink City of India, where a young woman had a goal to fulfill women's everyday demands for beauty by integrating the ancient Hindu science of Ayurveda. We worked arduously and expertized the benefits of different herbs and Ayurvedic remedies. Through her perseverance and the support of experts in Ayurveda, I managed to recapture the secret of Ayurvedic remedies in the assortment of herbal products made available under the brand of 'Kulsum's Kaya Kalp Herbals' today."

Mrs. Malik Added, "Modern thinking has been slowly and readily creeping up on Ayurveda. The shifting inclination towards Ayurveda-based products is a rising trend in recent years as consumers are becoming more conscious about their purchases, looking for natural as well as effective ingredients. I have been on this task for years, and with staunch and unwavering belief in the benefits and efficacy of ancient Ayurvedic remedies, a clear focus on authenticity, and humility in every action, myself and my team worked through a range of time-tested Ayurvedic concepts and brought them forth for the consumers of today in the form of herbal products that are natural, cruelty-free, paraben-free and AYUSH-certified. The beauty products are developed to help with the existing skin, hair and body concerns as well as nip in the bud any future ones."

Distinguished Guest speakers, Ms. Somali Trivedi, Founder & CEO, Second Spring, Jaipur, and Ms. Priyanka Maheshwari from the Finance Department, Government of Rajasthan, Jaipur joined the round table discussion and motivated all participants to stay financially independent.

Mrs. Priyanka said, "Financial independence empowers women to make their own choices, achieve security, and support their lifestyle without reliance on others, boosting self-confidence and enabling them to plan for the future. Having financial independence means that women are better equipped to handle challenging situations, such as domestic violence or abusive relationships, by allowing them to leave such situations and rebuild their lives."

Mrs. Trivedi Said, "Financial independence enables people to take advantage of potential opportunities, such as starting a business, investing in businesses, or returning to school. It

creates opportunities for both professional and personal growth. Dependence on others for financial support is reduced when one is financially independent.”

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur proposed a vote of Thanks
In the pic: L to R: Mrs. Kulsum Malik, Founder, Kulsum Kaya Kalp, Jaipur with Mr. Navneet Agarwal