

BT BUSINESS T ABLOID

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A VISIONARY LEADER

H.E. LAILA RAHHAL EL ATFANI

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PUBLISHER'S NOTE

W

elcome to the December 2024 edition of Business Tabloid magazine!

In a world where leadership knows no gender, this edition celebrates the remarkable women reshaping global industries and breaking new ground across sectors. From pioneering entrepreneurs to visionary corporate leaders, we spotlight those who have not only shattered glass ceilings but are actively building bridges for future generations.

This issue showcases extraordinary women driving technological innovation, transforming education, revolutionising healthcare, and championing workplace equality. Their stories reflect not only individual success but also a collective movement towards a more inclusive global economy, where women's representation in senior leadership roles continues to rise.

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As we close 2024, we're witnessing an unprecedented surge in women's entrepreneurial ambitions, particularly in emerging markets where one in three women aspire to launch their ventures. These leaders are not just building businesses; they create lasting social impact, mentor others, and foster communities that empower women to achieve financial independence.

Our featured stories highlight how women leverage their unique perspectives to drive innovation, with many focusing on previously overlooked markets and social issues. From tech start-ups to global corporations, these leaders demonstrate that diversity in leadership correlates directly with improved business performance and innovation.

We extend our heartfelt gratitude to our loyal readers and the remarkable women who have shared their journeys within these pages. Their stories serve as beacons of inspiration, proving that there are no bounds to what women can achieve in the business world with determination, vision, and resilience.

Here's to celebrating the architects of change and the pioneers of progress!



Warm Regards,
Thejaswini
Publisher

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PAVING THE PATH FOR WOMEN

STEM

EDUCATIONISTS

In the realm of STEM education, very few individuals have made as profound an impact as Rania Abdel Fattah Obeid. As a dedicated advocate and distinguished professional, Rania has dedicated her career to advancing STEM education and empowering the next generation of leaders in these critical fields.



Rania Abdelfattah Obeid

Rania Abdelfattah Obeid is a leading voice in STEM Education and is widely recognised for being invited as a speaker at STEM conferences hosted around the globe.



Rania's journey in STEM education began with her pursuit of a Master's degree in Educational Leadership. This foundational education laid the groundwork for her future success as a STEM advocate and Educational Consultant. Her expertise and passion for STEM education have made her a sought-after voice in the field.

One of Rania's most notable roles is as the Director of STEM International Programs at Almutaqadema STEM schools in Saudi Arabia. In this position, she has been instrumental in developing and implementing rigorous STEM programs that provide students with the skills and knowledge they need to succeed in an increasingly complex and technology-driven world.

Rania's commitment to STEM education extends beyond her work

at Almutaqadema. She is also a STEM Expert and Director of International Programs at MSC schools for Smart Learning, where she integrates cutting-edge technologies and innovative teaching methods into STEM curricula. Through her work at both Almutaqadema and MSC, Rania is helping to shape the future of STEM education and prepare students for careers in fields ranging from engineering and computer science to biotechnology and beyond.

In addition to her work in education,

Rania is an expert in Continuing Education and Executive Education on Building Information Modeling (BIM) Adoption in the Architecture, Engineering, and Construction (AEC) Industry.

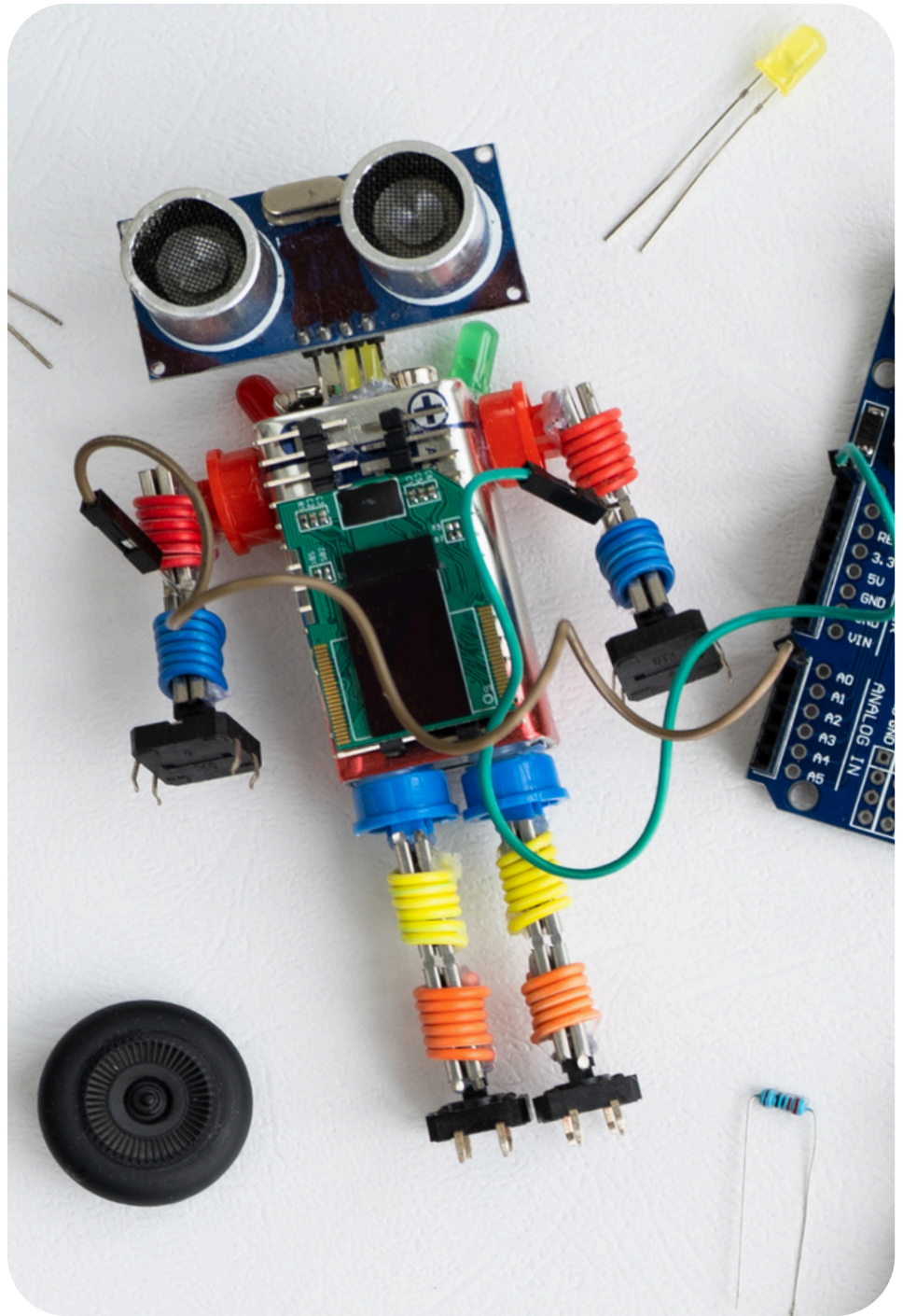
Her expertise in BIM has equipped her to train professionals in the AEC industry on the use of this powerful technology, which is revolutionising the way buildings and infrastructure are designed and constructed. Rania's impact on STEM education has not gone unnoticed. She has been recognised as an Esteemed

official speaker for the Global STEM Confex in 2024, a testament to her status as a leading voice in the field. She has also been named a Codeavour 5.0 Ambassador, further solidifying her reputation as a champion of STEM education.

Through her work as the Content Development Specialist II and Acting Manager at the Mishkat Interactive Centre for Atomic and Renewable Energy, Rania is helping to develop educational resources and programs that promote understanding and awareness of atomic and renewable energy. This work is critical in an era where energy issues are at the forefront of global challenges.



As Rania Abdel Fattah Obeid continues her work in STEM education, her impact will undoubtedly be felt for generations to come. Through her tireless advocacy, her commitment to educational excellence, and her dedication to empowering students and professionals alike,



Rania is helping to shape a future where, **STEM** education is accessible to all. Her story serves as a powerful **reminder** of the difference one person can make when they combine **passion, expertise** and a steadfast **commitment** to making a **DIFFERENCE**.

STEM education is accessible to all. Her story serves as a powerful reminder of the difference one person can make when they combine passion, expertise, and a steadfast commitment to making a difference.

Through her work as an educator, advocate, and expert in her field, Rania is leaving a lasting legacy that will continue to inspire and empower students for generations to come.



PIONEERING A PATH FOR FEMALE ENGINEERS IN



In the male-dominated engineering field, Abeer Hassan Buhelaiqa has emerged as a trailblazing force for change. This Qatari engineer has dedicated her career to creating a more inclusive environment for women in the profession, and her efforts have transformed the engineering landscape in Qatar.

Abeer's journey began with her education at Texas A&M University at Qatar (TAMUQ) and the College of Humanities and Social Sciences at Hamad Bin Khalifa University (CHSS_HBKU). Her academic foundation in engineering equipped her with the technical skills and knowledge she needed to succeed in the field. However, Abeer soon realised that women were underrepresented in engineering, and she felt compelled to take action to address this disparity.

Driven by her vision of a more equitable profession, Abeer founded and became the Vice Chairperson of the Qatar Women Engineers Association (QWEA). Through QWEA, she has worked tirelessly to provide support, mentorship, and opportunities for female engineers in Qatar. The organisation has become a powerful platform for women to connect, learn, and grow in their careers.

Abeer's leadership has not gone unnoticed. She has been recognised for her remarkable contributions to leadership and her commitment to empowering women in engineering. Her influence extends beyond Qatar, as she serves as a role model for women and girls aspiring to careers in engineering across the Middle East and beyond.

In addition to her work with QWEA, Abeer has been involved in various initiatives aimed at promoting STEM education and careers for women. She has participated in events such as the Digital Talent Dialogue in Doha, where she has shared her insights and experiences with a wider audience.

Through her work, Abeer Hassan Buhelaiqa is helping to challenge stereotypes and break down barriers for women in engineering. She is an example that with determination, hard work, and a passion for making a difference. One person can create lasting change. As Abeer continues her journey, she will undoubtedly inspire a new generation of female engineers to follow in her footsteps and pursue their dreams, no matter how ambitious they may seem.

In a field that has long been dominated by men, Abeer Hassan Buhelaiqa is a shining example of the power of women in engineering. Her story serves as a testament to the fact that with vision, leadership, and a commitment to creating a more equitable profession, anything is possible. As she continues to pave the way for women in engineering, Abeer's impact will be felt for generations to come.

Abeer's journey is a powerful reminder that change often begins with a single individual and a bold vision. Her story is an inspiration to women and girls everywhere who aspire to



careers in engineering and other male-dominated fields. Through her work, she is helping to create a more inclusive and equitable profession, and her impact will be felt for years to come.

The work of individuals like Abeer Hassan Buhelaiqa has never been more important. By providing support, mentorship, and opportunities for female engineers, Abeer is helping to create a more diverse and inclusive profession.

Her story serves as a powerful reminder of the difference one person can make when they combine passion, leadership, and a steadfast commitment to creating change.

As Abeer Hassan Buhelaiqa continues her work, her impact will undoubtedly be felt for generations to come. Through her tireless advocacy, her commitment to empowering women, and her dedication to

creating a more equitable profession, Abeer is leaving a legacy that will continue to inspire and empower female engineers for years to come. Her story is a testament to the power of vision, leadership, and the unwavering belief that a better future is possible.

As she continues to pave the way for women in engineering, Abeer's impact will be felt across the Middle East and beyond.

A Visionary LEADER

Transforming the WORLD

In a world where true leadership is often in short supply, H.E. Laila Rahhal El Atfani stands out as a shining example of vision, determination and the power of the human spirit. This dynamic entrepreneur and dedicated humanitarian has made an indelible mark on the global stage, leaving a trail of transformation in her wake. As the founder and president of Business Gate and Founder and CEO of Woman Business Circle, El Atfani has cemented her status as a leading figure in international business development, connecting companies and fostering growth on a global scale.

H.E. LAILA RAHHAL EL ATFANI

The Inspiration Behind BusinessGate: A Journey of Vision and Growth

Based in the vibrant hub of Dubai, El Atfani's work centres on forging powerful business connections, facilitating trade, and spearheading growth through franchising and strategic partnerships. Her company, BusinessGate, has earned recognition as a premier organisation in its field, a testament to El Atfani's keen business acumen and visionary leadership. Through her work, she has established herself as a driving force in the world of international business, known for her ability to bring people and opportunities together in ways that create lasting value.



Transforming the Industry Landscape

The inception of Business Gate was deeply inspired by her father from a young age, as she witnessed his dedication to connecting companies, investors, and entrepreneurs and creating opportunities for collaboration and mutual growth. As a 10-year-old, she sat with him in his office, observing his work and learning from his interactions. These experiences have shaped her understanding of business collaboration and ignited a passion for bridging people and opportunities. BusinessGate started modestly, connecting small investors and entrepreneurs.

The company partnered with Meridian Company in Bulgaria and established a subsidiary called Zemzem in Germany. Additionally, they collaborated with Dr. Marzuki and other UAE-based partners to set up a head office in Ukraine, further broadening their international reach. However, like many businesses, Business Gate faced challenges during the COVID-19 pandemic, which necessitated a temporary pause. During this period, I shifted my focus toward women's empowerment, a cause that H.E. El Atfani has always been deeply passionate about. This led to the establishment of the Woman Business Circle (WBC).

H.E. El Atfani's contributions extend far beyond her immediate roles. Her visionary approach has transformed industry practices, setting new benchmarks for quality and innovation.

The Woman Business Circle (WBC) was built on the foundational principles of Business Gate but with a dedicated emphasis on empowering women leaders and entrepreneurs. The aim was to create a platform where women could enhance their skills, access mentorship, and build networks that foster global collaboration. Through WBC, they have successfully connected women leaders across the world, enabling them to monetise their potential, expand their businesses, and take on leadership roles.

As a 10-year-old, she sat with him in his office, observing his work and learning from his interactions.

Today, Business Gate and Woman Business Circle continue to operate as dynamic platforms driving international collaboration, innovation, and growth. El Atfani's journey from observing her father's work to establishing global partnerships is a testament to the power of vision, perseverance, and the transformative impact of collaboration. Through these initiatives, she remains committed to creating opportunities that empower individuals and build bridges across industries and cultures.

Yet her influence extends far beyond the boardroom. As a Goodwill Ambassador and globally recognised humanitarian, she tirelessly advocates for women's empowerment and global peace. Through her role as founder and president of the I AM AFRICA platform, El Atfani demonstrates her unwavering dedication to the advancement of the African continent, working to uplift communities and foster economic development. She also serves as a Goodwill Ambassador for FAAVM Women Empowerment, underscoring her commitment to uplifting women worldwide and breaking down the barriers that stand in the way of their success. She is the vice chair of the Global Chamber of Business Leader (GCBL), an international chamber that englobes more than 250 nationalities and entities in different global countries on five continents.

In her current role as the Founder and President of Business Gate, H.E. Laila Rahhal El Atfani continues to push the boundaries of possibilities for new business development. She has quite a few more leadership roles to her name, like the International Ambassador of Peace and Tolerance, Crown Senator of The Royal House of Sheba (Middle-East/Africa Affairs), and Head of Protocol and Diplomacy AACID. And WPC in Indonesia, Co-Founder and Partner GM of Macan FUEL and petroleum product trading, Co-Founder & Partner of Toscano General Trading LLC, Director of international Diplomacy Relations ISEF Holding in Switzerland, Vice President of The Voice Magazine, and a lot more.

Having numerous feathers on her cap, her journey is more than a series of professional achievements; it is a blueprint of success for aspiring women leaders and entrepreneurs. Her blend of strategic vision, innovative thinking, and inspirational leadership continues to shape the future of the sector.

The Vision Behind Woman Business Circle: Empowering Women for Financial Independence

Woman Business Circle (WBC) was born out of El Atfani's unwavering commitment to empowering women — a journey that spans over 16 years. While traditional empowerment initiatives focus on education, guidance, and mentorship, she realised that many women lacked the critical tools for financial independence and long-term sustainability. This insight became the driving force behind the establishment of Women Business Circle.

At its core, WBC is not just about inspiring women; it is about action, results, and transformation. The mission is clear: to empower women to achieve financial freedom by providing them with the skills, resources, and networks necessary to thrive in business and leadership. It is about creating a generation of women who are not only leaders and achievers but also catalysts for change — women who can sustain themselves financially, build successful businesses, and, in turn, empower others to do the same.

The Woman Business Circle is designed to bridge the gap between knowledge and execution. We recognise that traditional empowerment programs often stop at education and guidance. WBC further offers practical know-how, actionable strategies, and sustainable solutions. Through collaborations, mentorship, and access to global networks, we enable women to move beyond empowerment to entrepreneurship, leadership, and legacy-building.



Financial independence is at the heart of this initiative. A financially empowered woman is self-sufficient and a pillar of strength for her family and community. Their goal is to eliminate dependency and provide women with the tools to take control of their futures. WBC fosters collaboration, enabling women to create businesses, generate wealth, and leave a lasting impact.

Woman Business Circle is more than a platform; it is a movement. It is a testament to the belief that empowering women is not just about discussions or lectures — it is about creating tangible results. By building a community of financially independent women leaders, WBC is paving the way for a stronger, more inclusive global economy, driven by the success and sustainability of women in business.

Through this initiative, they are not just making a difference – but also building a legacy.



Recognised Excellence

Laila El Atfani's exceptional work has not gone unnoticed. Her trophy cabinet boasts an impressive array of accolades. Her transformative work has garnered her esteemed titles, including Crown Senator of the Royal House of Sheba. This honour is a testament to her tireless efforts to create positive change in the world. As an international speaker, coach, and global connector, El Atfani inspires countless individuals to pursue their passions, unlock their potential, and create positive change in their communities and beyond.

Through her words and actions, she embodies the power of leadership and the impact one person can have when they dedicate their life to making a difference. Through her unwavering dedication to business and humanitarianism, H.E. Laila Rahhal El Atfani stands as a powerful testament to the impact one person can have in making the world a better place. Her journey serves as a shining example of what can be achieved through hard work, determination, and an unwavering commitment to creating positive change. As El Atfani continues to break down barriers and push boundaries, her influence is sure to be felt for generations to come.

Woman Business Circle is more than a platform; it is a **MOVEMENT**

In a world that often seems too divided and too broken, Her Excellency Laila Rahhal El Atfani is a beacon of hope and a reminder of the power of the human spirit. Through her work in business and humanitarianism, she is creating a better world, one connection at a time.

As we look to the future, her example serves as a guiding light, inspiring us all to strive for more and to never stop working towards a brighter tomorrow for all.

Mental Illness Conditions in Working Women

In today's fast-paced world, mental health has emerged as a critical concern, particularly among working women. Balancing professional responsibilities with personal life can be overwhelming, and for many, the silent struggles with mental health issues often go unrecognised.



perfect storm for mental health challenges exacerbated by societal expectations and gender roles.

Understanding the Challenges

BREAKING THE SILENCE AND THE STIGMA

Recent studies indicate that mental illness conditions among working women are on the rise, prompting a pressing need to address the stigma surrounding these issues and foster an environment where women feel empowered to seek help.

The Rising Prevalence of Mental Health Issues

According to the World Health Organization (WHO), mental health disorders are a leading cause of disability worldwide, with women being disproportionately affected. A 2022 survey conducted by the American Psychological Association revealed that 46% of working women reported experiencing symptoms of anxiety or depression, a significant increase from previous years. The demands of juggling work, family, and social obligations can create a

Working women face unique stressors that can contribute to mental health issues.

The Working women face unique stressors that can contribute to mental health issues. A study published in the Journal of Occupational Health Psychology found that women are more likely than men to experience workplace-related stress, largely due to factors such as discrimination, lack of support, and work-life imbalance. Moreover, the COVID-19 pandemic has intensified these challenges. Many women, particularly

46% working women reported experiencing symptoms of anxiety or depression

those in caregiving roles, found themselves bearing the brunt of additional responsibilities, such as homeschooling children while working from home. This added pressure has led to a surge in mental health problems, with many women reporting feelings of isolation and inadequacy.

The Stigma Surrounding Mental Health

Despite the increasing awareness of mental health issues, stigma remains a significant barrier for women seeking help. Many fear that disclosing mental health conditions could jeopardise their careers, leading to discrimination or even job loss. This fear is often compounded by cultural narratives that promote the idea of the "strong woman," which can discourage vulnerability and openness about mental health struggles. A 2023 report by the National Alliance on Mental Illness (NAMI) found that 60% of women who experience mental health challenges do not seek treatment due to stigma.

This silence can perpetuate a cycle of suffering, as women continue to cope with their issues alone, often leading to worsening conditions and diminished quality of life.

Breaking the Silence

To combat stigma and promote mental well-being, it is crucial for workplaces to create supportive environments. Initiatives such as mental health awareness campaigns, employee assistance programs, and flexible work arrangements can make a significant difference. Companies that prioritise mental health not only support their employees but



Do not seek
treatment due to
STIGMA.

also enhance productivity and retention. For example, technology giant Google has implemented various mental health resources, including counseling services and mindfulness programs. Such initiatives have helped foster a culture of openness, encouraging employees to prioritise their mental health without fear of judgment.

Empowering Women to Seek Help

Women must also be empowered to advocate for their mental health. Open discussions about mental illness can help normalise these conversations and reduce feelings of isolation. Support groups, both in-person and online, provide safe spaces for women to share their experiences and coping strategies. Platforms like Mental Health America offer resources specifically tailored for women, focusing on issues such as postpartum depression, anxiety, and work-life balance. Additionally, workplace training programs that

educate employees about mental health can help create a more compassionate environment. By equipping colleagues and managers with knowledge about mental health, organisations can foster a culture of understanding and support.

Conclusion

As society continues to evolve, the conversation surrounding mental health must also advance. Working women, in particular, face unique challenges that can significantly impact their well-being. By breaking the silence and dismantling the stigma associated with mental illness, we can create a more inclusive and supportive environment that empowers women to prioritise their mental health. It is time for workplaces and communities to take action, fostering a culture where seeking help is not only accepted but encouraged. In doing so, we not only improve the lives of women but also contribute to a healthier, more productive society.

A WORKING WOMAN'S

Guide to Balancing Personal and Professional Life

In today's fast-paced world, many working women find themselves juggling multiple responsibilities, from career aspirations to family commitments. Striking a balance between personal and professional life can be a challenging endeavour, but with the right strategies and mindset, it is achievable.

Here is a comprehensive guide for working women aiming to create harmony in their lives



Prioritise Your Goals

Start by identifying your personal and professional goals. Write them down and categorise them based on urgency and importance. This clarity will help you focus on what truly matters and make informed decisions about where to allocate your time and energy. Regularly revisit and adjust your goals as necessary to reflect any changes in your priorities.

Establish Boundaries

Setting clear boundaries is crucial for maintaining a healthy work-life balance. Communicate your limits to colleagues, supervisors, and family members. For instance, if you need uninterrupted time to work, let your family know when you are unavailable. Similarly, establish boundaries with work-related communications after hours. Respecting your boundaries will help others do the same.

Master Time Management

Effective time management is key to balancing various aspects of life. Consider using tools like calendars, planners,

or digital apps to schedule your tasks. Block out specific time slots for work, family activities, and personal time. Techniques such as the Pomodoro Technique—working in focused intervals followed by short breaks—can enhance productivity and reduce burnout.

you know? Learn to Say "No"

it's
OKAY
to say
NO

Setting clear boundaries is crucial for maintaining a healthy work-life balance. Communicate your limits to colleagues, supervisors, and family members. For instance, if you need uninterrupted time to work, let your family know when you are unavailable. Similarly, establish boundaries with work-related communications after hours. Respecting your boundaries will help others do the same.

Embrace Flexibility

Life is unpredictable, and being flexible can ease stress. If your work allows it, consider adopting a hybrid or flexible work schedule. This can provide you with the freedom to manage personal obligations while still meeting professional commitments. Additionally, being open to adjusting plans when unexpected situations arise can help reduce frustration.

Make Time for Self-Care

Self-care is not a luxury! It is a necessity! Regularly dedicate time to activities that nourish your mind and body, whether it is exercising, meditating, reading, or pursuing hobbies. Prioritising self-care will enhance your overall well-being, making you more resilient in both personal and professional spheres.

Seek Support

Do not hesitate to lean on your support system. Whether it is family, friends, or colleagues, having a network you can rely on can make a significant difference. Share your challenges and triumphs with them, and consider seeking professional support if you are feeling overwhelmed. Therapy or coaching can provide valuable strategies for managing stress and achieving balance.



Foster Open Communication

Whether at home or work, open communication is vital. Share your challenges with your partner or family to foster understanding and teamwork at home. At work, maintaining transparent communication with your team and supervisors can lead to a supportive environment where everyone is aware of each other's workloads and can collaborate effectively.



Create a Dedicated Workspace at Your House

If you work from home, establishing a dedicated workspace can help you separate work from personal life. Choose a specific area that is free from distractions and equipped with everything you need to be productive. This physical separation can help you mentally switch between work and home modes, making it easier to focus on tasks at hand.

Reflect and Adjust Regularly

Finally, make it a habit to reflect on your work-life balance regularly. Take notes about what is working for you and what is not. Are you spending enough time with your family? Are you feeling fulfilled at work? Adjust your strategies as needed to ensure that you are moving toward your goals and maintaining a healthy balance.

C O N C L U S I O N

Balancing personal and professional life is an ongoing process that requires effort and intention. By prioritising your goals, setting boundaries, managing your time effectively, and embracing self-care, you can create a fulfilling life that honours both your career aspirations and personal well-being. Remember, achieving balance is not about perfection, but finding what works best for you and being adaptable along the way.

REVOLUTIONIZING PHILANTHROPY

Women Transforming the **NON-PROFIT** SECTOR

The philanthropic landscape is being reshaped into a transformational art form under the visionary leadership of women who redefine the approach to social change for organizations. Beyond models of giving, pioneering women are fostering strategies of innovation rooted in empathy, inclusivity, and sustainability. Indeed, this work illustrates a different kind of leadership that doesn't just seek to meet immediate needs but strives for long-term, systemic change. This evolution is not about charity; it's about reshaping the culture and methodologies of giving to better fit and be responsive to real-world problems.

Perhaps one of the most remarkable elements of this shift is the collaborative approach these leaders bring to the table. In a way, through diverse voices and building partnerships across sectors, women in philanthropy bring strong networks into being that amplify impact. This inclusive leadership style lets them tackle issues from every angle, hence making sure the solution is in-depth and long-lasting. In so doing, they set standards for other future leaders on how empathy and collaboration can be an effective tool for change.

Perhaps one of the most remarkable elements of this shift is the collaborative approach these leaders bring to the table.

In a way, through diverse voices and building partnerships across sectors, women in philanthropy bring strong networks into being that amplify impact. This inclusive leadership style lets them tackle issues from every angle, hence making sure the solution is in-depth and long-lasting. In so doing, they set standards for other future leaders on how empathy and collaboration can be an effective tool for change.

Other major innovations being driven by women in this field relate to using technology to ensure transparency and accountability. They monitor donations and project results through a granularity previously unimaginable in the sector, thanks to digital platforms and data analytics. This approach does more than build confidence among the stakeholders themselves; rather,

it instills a sense of responsibility within their respective organizations. The stakeholders become strong partners because, in real-time, they can see the actual impact that has been done with their money, thus solidifying commitment and trust in these organizations.

These leaders are also rewriting the rules for non-profits by forging strategic partnerships that leverage the resources and expertise of the public, private, and non-profit sectors in unprecedented ways. They create avenues through which non-profits can expand their scale of operations, address systemic issues at a higher level, and reach into communities of larger size. Partnerships with private companies, governments, and other non-profits allow them to have a synergistic effect,



where their work increases manifold. It goes from traditional, isolated approaches to efficient, collective action that strikes very deep.

Another characteristic of this new era of philanthropy is sustainability. Women leaders shift the focus from short-term aid to long-term, community-driven solutions that empower local populations. By fostering capacity-building within communities, they create an environment where change can continue on its own, without perpetual reliance on outside support. This has proved to be unusually successful in areas such as health and education, as the emphasis on capacity-building allows communities to take ownership of solutions in ways that make them more sustainable in the long run.

Operating under an inclusive model, many women-led non-profits are prioritizing intersectionality—the knowledge that few social issues exist in isolation; rather, they are intertwined with a complex web of systemic variables related to race, gender, and economic status.

By so doing, they are creating a potent bottom-up approach to creating change by providing the wherewithal and platforms for self-advocacy by these communities. This model has been felt more in the marginalized areas where local leaders know the needs of their communities and can establish culturally relevant solutions that generally produce long-term results.

Perhaps one of the most admirable aspects of these women-led non-profits is their dedication to measurable results. By prioritizing data gathering and rigorous impact measurement,

they can show actual and tangible results from their efforts. That clarity of focus on outcomes enables them to make continuous improvements in their programs. This builds credibility, too, in that data-driven results are proof of effectiveness and attract funding to ensure those resources are maximally utilized.

The inclusive lens makes them innovate more holistic solutions to root causes of problems, rather than dealing with symptoms. In addition, this focus on inclusivity might reshape the mission of organizations and expand the reach of programs to less-represented communities in dire need. Besides, most of them are leading by allowing grassroots movements, enabling the ownership of problems affecting them more directly by local leaders.

This new wave of women into philanthropy brings them into a future where non-profits are not just conduits for relief, but dynamic agents of change within society. Their style of leadership, driven by empathy, collaboration, and commitment to sustainable impact, has reset the bar in the non-profit sector. Remaining prolific in innovation and leadership, they will be changing not only lives but will also inspire a movement across the globe for justice, equity, and resiliency in that world.

connect



Reema Mahajan

FOUNDER OF INDIAN WOMEN IN DUBAI (IWD)

Talks About Her Goals Towards Women Empowerment.

What inspired you to start Indian Women in Dubai (IWD)?

R: The inspiration to start Indian Women in Dubai (IWD) came from a personal need to build a community where women could feel a sense of belonging and support in a new environment. When I first moved to Dubai, I experienced the challenges that many women expats face — feelings of isolation, cultural adjustment, and the struggle to find meaningful connections. This was especially amplified during the pandemic when social gatherings were limited, and the sense of community was vital. I realised that I was not alone in this experience; thousands of women were navigating similar challenges. I wanted to create a safe space where women could connect, share their stories, and empower one another. With that vision, IWD was born. I wanted it to be more than just a social group;

I envisioned a platform that celebrated women, provided growth opportunities, and fostered a community that supported personal and professional achievements. Today, IWD stands as a testament to the power of connection and the incredible impact that women can make when they come together. It is a community driven by the values of empowerment, celebration, and giving back—principles that I hold dear to my heart.

What are the various backgrounds that the nominees are selected from (name at least 5), and based on what aspects are they finalised?

R: At IWD, we aim to celebrate women from diverse backgrounds and fields, showcasing the incredible range of talent and passion within our community. Nominees come from various fields, including entrepreneurship, social

impact, arts and culture, healthcare, and education. We also look at categories like technology and innovation, finance, and community service to capture the full spectrum of achievements within our group.

When finalising nominees, we consider several key aspects. First, we look at the impact each woman has made in her field — whether it is through pioneering a business, creating social change, or excelling in a traditionally male-dominated industry. We also evaluate their dedication, resilience, and commitment to empowering others. Authenticity and values alignment with IWD's mission are crucial factors as well; we want to honour women who inspire and support others within our community. Lastly, we consider the nominee's willingness to give back and use her platform for a positive impact. It is an extensive selection process, but it ensures that we celebrate women who truly embody the spirit of IWD.

ASIA'S TOP 100

WOMEN POWER LEADERS



Being amongst Asia's Top 100 Women Power Leaders, how do you balance your personal and professional life?

R: Balancing personal and professional life is a constant challenge, but it is also something I am very intentional about. I think the first step is accepting that there is no perfect formula; some days, my work demands more of me, and on others, my personal life takes precedence. The key is in prioritising and setting boundaries. I make it a point to set aside time each day to disconnect from work, whether that means spending quality time with family, engaging in a hobby, or simply reflecting on my goals and well-being.

What are the CSR projects that IWD is a part of?

R: Corporate Social Responsibility (CSR) is at the heart of Indian Women in Dubai (IWD), as our mission extends beyond women's empowerment to include building confidence, fostering inclusivity, and raising societal awareness. Through our diverse CSR initiatives, we aim to make a lasting impact on various community groups, including women, children, the elderly, and people of determination. One of our cherished annual events is our collaboration with cancer warriors.

For the past three years, we have invited women battling cancer to take the stage at IWD's annual event, allowing them to walk the ramp and share their strength and resilience with our community. This initiative not only celebrates their courage but also raises awareness about cancer and provides a supportive platform for these women. We also work closely with Al Jalila Foundation and Al Noor Centre for Special Kids, which supports children of determination (children of all abilities).

These incredible young individuals regularly participate in our events, including the IWD Awards, where they perform and inspire us with their talent and spirit. Every year, we participate in the Al Noor Walk, an event dedicated to children of determination, where IWD members and volunteers join these children in a symbolic walk to promote inclusivity. On December 8th, we host an Inclusive Carnival that brings together children of determination, elderly individuals, and volunteers from the IWD community. This carnival is a joyful celebration aimed at raising awareness about inclusivity and promoting a society that embraces people of all abilities and ages. Through these initiatives, IWD strives to create a more inclusive, compassionate, and aware community.

Our members volunteer tirelessly to make these events meaningful, showing that empowerment goes beyond words — it is about action, support, and creating spaces where everyone feels valued and included.

What are your long-term goals and aspirations for the year 2030 for yourself and IWD?

Looking ahead to 2030, I have ambitious goals both for myself and for IWD. Personally, I aim to continue growing as

a leader, mentor, and advocate for women's empowerment. I want to build on the experiences I have gained and expand my impact, possibly by launching more initiatives that address women's issues on a global scale.

For IWD, the vision is to evolve into a global network that supports women's empowerment across different continents. While we currently focus on Indian women in the UAE, I see an opportunity to expand our reach to include women from various backgrounds, creating an inclusive, multicultural community. In the future,

I want IWD to have multiple chapters worldwide, each one serving as a pillar of support, opportunity, and growth for women in different countries. We are also working towards launching an online platform that will make our resources, networking opportunities, and support services accessible to women globally. My ultimate aspiration is for IWD to be recognised as a leading organisation in women's empowerment, known for its dedication to fostering community, resilience, and success.

Munira Rahman

DIRECTOR, CMO & BRAND AMBASSADOR OF AL HARAMAIN PERFUMES

As the Brand Ambassador of Al Haramain Perfumes, how do you get your customers to personally connect with the brand?

M: It is about creating a bridge between the brand's legacy and the modern consumer. I strive to connect with customers by highlighting the rich heritage of Al Haramain perfumes while showcasing how its fragrances resonate with today's lifestyles. Storytelling plays a huge role! I share the journey behind each fragrance, from its carefully sourced ingredients to its exquisite craftsmanship. I also try to engage directly with customers at events, exhibitions, and online platforms, listening to their preferences and experiences. This personalized interaction ensures that they see themselves as a part of our story, making it more than just a brand — it becomes a personal experience.

How do Al Haramain Perfumes stand out from its top competitors in the Middle East like Huda, Divorce by Sheikha Mahra, Lattafa, Swiss Arabian, etc.?

M: At Al Haramain Perfumes, we do not see others in the industry as competitors but rather as fellow contributors to the art of fragrance. Our journey began in 1970, giving us over five decades of expertise, heritage, and a loyal customer base that spans generations. What sets us apart is our unwavering commitment to quality, our ability to seamlessly blend tradition with innovation, and of course, our global presence.

We have expanded across North and South America, Europe, the Middle East, the GCC and much more. While others are making their mark, we are proud to have already established ourselves as a trusted name in the world of perfumery.



You hold a Bachelor's degree in Interior Design. How did you land in the fragrance industry?

M: I have always had a passion for designing and decor, which led me to pursue a degree in Interior Design. It was a field I truly enjoyed and excelled in. However, entering the fragrance industry came about unexpectedly. My father needed assistance with the digital side of the business, and I was happy to step in and take on the challenge. What began as a supportive role quickly grew into a passion for the digital world and its potential to transform our brand. I took on the opportunity and have been dedicated to conquering this space ever since.





Empowering **creativity**
to shape the future of
our **brand**

How was your experience of winning the Business Tabloid Best Emerging Women Leader in Retail award and what achievements of yours do you think led to this?

M: The experience was truly wonderful, and I did not expect it, but Alhamdulillah, I am incredibly grateful for this recognition. I believe this award came about due to the hard work and diligence not just from me but from my entire marketing team. Together, we have been working tirelessly toward the same goal, ensuring that the company's face value not only remains strong but continues to rise. By focusing on effective branding, staying ahead of trends, and continuously striving for a better future for the company, we have created a solid foundation for growth and success.

This journey is a shared accomplishment, and I am proud to be a part of such a dedicated team.

What tips would you give the women of today on how to choose the right fragrance for them?

M: I believe that there is no right or wrong fragrance for anyone, it is all about personal preference. In today's world, women often lean towards stronger, bolder scents, while men are embracing floral fragrances. It ultimately comes down to individuality and personality. At Al Haramain Perfumes, we curate fragrances to reflect different personalities. Whether she loves sweet and delicate or bold and daring scents, there is always something for every woman in our collection. It is all about finding what resonates with her unique essence.

THE WORDS EDGE

NATASHA LORRAINE MENEZES

Can you share with us the journey behind founding The Words Edge? What inspired you to start this venture, and how did your early experiences shape your entrepreneurial journey?

N: The journey behind founding The Words Edge started from passion, curiosity, and a vision for the future of marketing. Inspired by the rapid evolution of the digital landscape and a personal love for storytelling, I recognized that the world was shifting towards a content-driven paradigm where narratives could ignite connections and drive engagement. My early experiences in marketing revealed a gap—many brands struggled to articulate their stories effectively, leaving their potential untapped. This realization sparked a fire within me to create a space where creativity meets strategy, allowing brands to breathe life into their narratives.

With calculated risks and an unwavering belief in the power of words, I launched The Words Edge in 2017. The initial months were filled with excitement and uncertainty, but word-of-mouth referrals quickly brought in my 3 key clients like Myntra, Amazon, and Swiggy, who were eager for meaningful content that resonated. Each project became a stepping stone, shaping our identity as storytellers who blend creativity with data-driven insights.

Today, as we continue to grow and evolve, our mission remains clear: to empower brands to connect deeply with their audiences through compelling stories that not only engage but also convert. The adventure is ongoing, and every day brings new opportunities to explore the boundless possibilities of storytelling in marketing!

As a woman leading a creative business, how would you describe your leadership style? What values do you prioritize when managing your team and projects?

N: I'm a bit of a chameleon, creatively. Adapting to the changing landscape is essential in this industry. I lead with a mix of empathy and a bit of tough love, always pushing my team to be their best. I value open communication, because a problem shared is a problem halved, and I'm a firm believer in the power of positive vibes.

I lead with a focus on collaboration and innovation, because great ideas often come from unexpected places. I value hard work, but I also believe in taking breaks to recharge. After all, a well-rested mind is a creative mind. I'm a passionate problem-solver who loves nothing more than diving headfirst into a creative challenge.

I lead with a focus on encouragement and empowerment because everyone needs a cheerleader. I value diversity and inclusion, because different perspectives make for better solutions. And I'm a firm believer in the power of laughter, because a little humor can go a long way.

What are some of the challenges you have faced as a female entrepreneur in the content and branding industry? How did you overcome them, and what advice would you give to other women facing similar barriers?

N: As a female entrepreneur in the content and branding industry, I've faced challenges that have shaped my journey personally and professionally. One of the most significant hurdles is the tendency to be underestimated. The content and branding space is dominated by established voices, and as a woman, there's sometimes an added layer of skepticism when it comes to the strength of your ideas or expertise.



Early on, I had to work twice as hard to prove myself—whether it was through the quality of my work or my ability to lead projects confidently.

Another challenge I've encountered is the balancing act of being taken seriously while maintaining my authenticity. There's a fine line between being assertive and being labeled as "too aggressive" or "difficult," something that male counterparts may not experience in the same way. Often your passion and drive are misinterpreted because of gender stereotypes. But I've learned that the key is to remain true to your values and speak up unapologetically. Authenticity has been one of the greatest assets I've embraced in my career.

For other women facing similar barriers, my advice is this: don't let anyone else define your value. The world as we know it is constantly evolving, and your unique perspective is an asset. Invest in yourself—whether that's through learning, networking, or personal growth. Surround yourself with people who encourage your ambition and challenge your thinking. Seek out mentors who have walked the path you're on, but don't wait for permission to lead. Trust in your intuition and the strength of your ideas. And, finally, be unapologetically yourself. The world needs more women who are bold enough to carve their own space, and the challenges you face today will make you a stronger, more resilient entrepreneur tomorrow.

The Words Edge is all about impactful storytelling. How do you see the power of storytelling influencing businesses today, especially in the digital age? How can businesses better leverage content to connect with their audiences?

N: Storytelling has become the heartbeat of impactful branding, transforming businesses into vibrant narratives that captivate and connect. Storytelling isn't just the heartbeat of branding—it's the entire dance party. Every brand has a story, and the key is telling it in a way that makes your audience say, "That's so me!" Whether it's quirky videos, podcasts that hook you, or posts that stop the scroll. We believe that every brand is a storyteller at heart, with tales that can evoke emotions and spark loyalty. To harness this power, businesses should craft compelling narratives that reflect their core values while resonating with their audience's desires.

Social media acts as the stage where these stories come alive, inviting audiences to join the conversation and become part of the journey. Social media is where the magic happens, turning followers into fans who feel like they're in your brand's inner circle. In a world of 6-second attention spans, those who tell a killer story don't just grab hearts—they build entire fan clubs. In a world where attention is fleeting, those who master the art of storytelling will not just capture hearts but create communities that thrive on shared experiences.

Effective storytelling in marketing is essential for creating emotional connections with audiences, as it elicits responses that resonate long after the message is delivered. Consistency is key, of course—if your brand's tone jumps around more than a toddler on a sugar rush, your audience will be confused. By combining emotional resonance, consistency, and data-driven insights, businesses can create compelling stories that capture attention and build lasting connections with their customers.



Have you had any mentors or role models who have influenced your career? How important do you think mentorship and community support are for women in Leadership?

N: One more challenge has been the lack of mentorship. As women, we may sometimes feel isolated because the senior leadership or advisory roles are predominantly held by men. I actively sought out women mentors and built a network of other female entrepreneurs to create a support system. This gave me the confidence to navigate tough decisions and reminded me that I'm not alone in this journey. Having this network of women around me significantly bolstered my confidence.

One of my greatest sources of mentorship has been my mom. She's not only been a guiding force in my personal life but also in my career. Her wisdom, work ethic, and unwavering belief in me have shaped the way I approach challenges. Growing up, I watched her balance family, career, and her own entrepreneurial endeavors. Her ability to juggle it all while staying true to her values has been a huge inspiration. She taught me that leadership isn't just about making tough decisions; it's about staying grounded, compassionate, and always lifting others up along the way.

What advice would you give to young women aspiring to start their own businesses, especially in creative and content-driven industries? Are there any key lessons from your own journey that you would like to share?

N: For young women aspiring to start their own businesses in creative and content-driven industries, embracing your unique voice is essential, as authenticity sets you apart in a crowded marketplace. Build a strong network of like-minded individuals and mentors who can inspire and guide you, while staying resilient in the face of challenges—view setbacks as valuable lessons rather than roadblocks. Prioritize continuous learning to keep up with industry trends, and balance your passion with practicality by creating a solid business plan that addresses marketing and finances. Celebrate small wins along the way to maintain motivation,

the words edge

and remember that collaboration can lead to innovative ideas and foster a supportive community. Trust in your vision, take risks, and let your journey reflect your individuality; the world needs your creativity and perspective!



AUTHENTICITY

set you apart in a crowded

MARKETPLACE

What's next for The Words Edge? Can you share any upcoming projects or goals that you are particularly excited about?

N: The future of The Words Edge is shrouded in a veil of creativity and innovation, with exciting projects on the horizon that promise to redefine the marketing landscape. As we venture deeper into the realm of storytelling, we are preparing to launch groundbreaking solutions that will blend cutting-edge technology with immersive narratives, captivating audiences in ways never seen before.

Imagine a world where brands come to life through interactive experiences that engage the senses and spark genuine connections. Additionally, we are exploring collaborations with visionary artists and content creators to craft unique multimedia content that transcends traditional marketing boundaries.

Our goal is to not only elevate our clients' brands but also to inspire a movement that celebrates creativity in all its forms. Stay tuned, for The Words Edge is poised to unveil a series of initiatives that will not only challenge the status quo but also invite you to join us on this thrilling journey into the future of marketing, where every word has the power to transform and every story holds the potential to resonate deeply. The adventure is just beginning. Now you might be curious with regards to which brands are we partnering with? Now, let's just wait until the final reveal!

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WELL-BEING OF WOMEN AT WORKPLACE

As female participation in the workforce has grown, so too has awareness of the unique challenges they face in maintaining their well-being at work. Despite progress in recent years, women globally continue to experience higher levels of stress, burnout, and mental health issues compared to their male counterparts.

A report by Deloitte found that half of women reported their stress levels had increased since the previous year. This trend is echoed in research by the World Economic Forum, which showed that women employees reported higher levels of exhaustion and poorer mental and spiritual well-being than men.

The Gallup 2021 State of the Global Workplace report found record levels of stress among female workers worldwide, with them consistently reporting higher stress levels than men across all regions. These findings underscore the urgent need for employers to prioritise women's well-being in the workplace.

Several factors contribute to the disproportionate stress and burnout experienced by women at work. Gendered social norms that construct women as caregivers and providers can lead to an unequal distribution of unpaid work, which is associated with poorer mental health for women. In the workplace, women may face bias, discrimination, and harassment, which can further erode their well-being.

Despite these challenges, there are opportunities for employers to bolster women's well-being and create healthier, more inclusive work environments. Research by Mercer found that women are more focused on building networked organisations and prioritising empathetic leadership – two critical areas not just for diversity, equity, and inclusion (DEI) but also for upholding well-being.

Employers can take several steps to support women's well-being at work. Offering tailored health benefits, pay equity, career growth opportunities, caregiving support, and flexible work arrangements can help mitigate stress and burnout.

Creating a culture that promotes open dialogue about mental health and provides access to supportive resources is also essential.

As the global workforce continues to evolve, the well-being of women will be a critical factor in shaping the future of work. By prioritising women's well-being and creating inclusive, supportive work environments, employers can not only improve women's health and resilience but also foster more engaged, productive, and sustainable organisations.

The well-being of women in the workplace is a complex issue that requires a multifaceted approach. While challenges persist, the growing awareness of women's unique experiences and the commitment of employers to create healthier work environments offer hope for a future where all women can thrive. As we move forward, it will be essential to continue researching women's experiences, listening to their voices, and taking action to address the barriers to their well-being.

By doing so, we can create a world of work where women's well-being is not just a priority but a reality. A reality where women can bring their full selves to work each day, where their contributions are valued, and where they have the support and resources they need to succeed. This vision is not only possible but necessary for building a healthier, more equitable, and more prosperous future for all.

The well-being of
women in the workplace
is a **global issue** that
requires a **global
response**



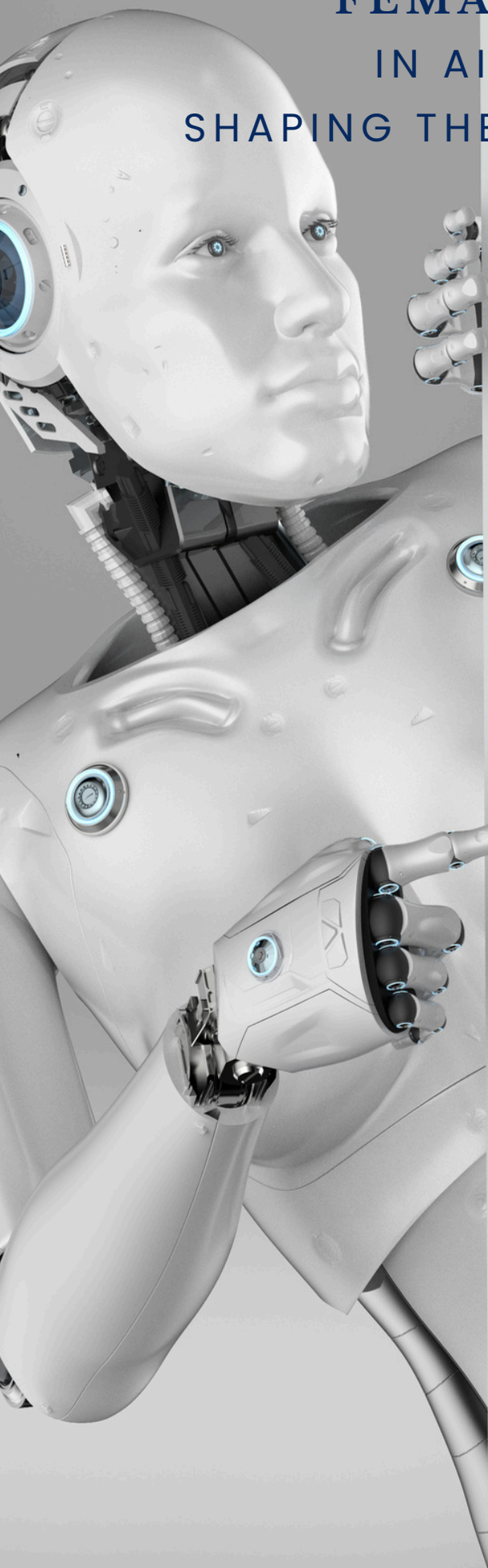
This vision is not only possible but necessary for building a healthier, more equitable, and more prosperous future for all. The well-being of women in the workplace is a critical factor in shaping the future of work, and by prioritising women's well-being, we can create a better future for everyone.

A reality where women can bring their full selves to work each day, where their contributions are valued, and where they have the support and resources they need to succeed. This vision is not only possible but necessary for building a healthier, more equitable, and more prosperous future for all. The well-being of women in the workplace is a global issue that requires a global response, and by prioritising women's well-being, we can create a better future for everyone.

FEMALE INNOVATORS

IN AI AND AUTOMATION

SHAPING THE FUTURE OF TECHNOLOGY



Artificial Intelligence and Automation have transformed industries in the last few years by bringing efficiencies and smoothing processes, thus opening the doorway for earlier unimaginable solutions. While normally male-dominated, the tech industry is lately seeing an inspiring tide of women leaders at the forefront of AI and Automation whose contribution is rewriting the face of the sector and setting new standards for innovation. They are trailblazers not only in developing state-of-the-art technologies but also in making the technology developments ethical, inclusive, and socially responsible.

Women leaders in AI and automation have enriched the industry with new visions Vasuki Suendra propelled with a deep sense of direction. Figures like Fei-Fei Li, co-director of Stanford's Human-Centred AI Institute, along with Rana el Kaliouby, co-founder and former CEO of Affectiva, are leading from the front when it comes to innovation in AI. Dr. Li's contributions have been a bridge to advanced machine learning and computer vision foundational in so many applications across healthcare and education, among others. Meanwhile, Kaliouby was pushing the needle on emotional AI by building technologies that could recognise and mirror human

emotions development that's reshaping everything from customer experience to health diagnostics and educational tools.

These women break stereotypes, push boundaries, and forge a path toward a more inclusive technology sector. Besides purely technical innovation, they foster a holistic approach to the development of technologies, making AI serve a wide array of human needs while minimising potential risks.

Women innovators are driving the applications of AI in industries ranging from healthcare and finance to agriculture and social services. Their automation work has innovatively restructured classic workflows, enabling businesses to raise productivity by reducing operational costs. In finance, for instance, women like Manuela Veloso head AI research at JPMorgan Chase in the pursuit of predictive analytics, cybersecurity, and customer insight. Such advances will enhance the efficiency of not only business processes but also customer trust and engagement.

In AI-driven diagnostics and patient management systems in healthcare, promising results are shown. Innovations like these have the potential to impact, women such as Regina Barzilay of MIT champion in AI activities meant to lead to early

cancer detection. She is changing healthcare by using machine learning for pattern detection in mammograms and other medical imaging with the end goal of helping clinicians diagnose cancers earlier and more accurately. These breakthroughs expose how women in AI use technology to make a positive, lasting impact on society.

The main challenges that have been long associated with the development of AI include ensuring the ethical and unbiased application of it. With AI-run decisions ranging from hiring processes to approvals of loans, bias in AI algorithms is something that needs immediate attention. Female innovators have been instrumental in furthering the cause of fairness and inclusivity in AI. Joy Buolamwini founded the Algorithmic Justice League and became a leading voice against prejudiced algorithms, working to ensure that AI systems do not disproportionately affect marginalized communities. Her research brought international attention to problems of bias in facial recognition software and helped drive major policy shifts, forcing companies to rethink their approach to ethics in AI.



This concentration on ethical AI further extends to automation, where women leaders emphasise the design of technologies that augment rather than replace the labour force. Women-led AI teams focus on enhancing human capabilities instead of automating jobs away, thus supporting industries with sustainable innovations driven by ethics.

This is where the emphasis on responsible AI among women leaders makes a strong statement on the balance of technological advancement with societal impact and fosters a world of technological benefit for all.

Even with that example set by these few pioneers, women are still not commonly found in the AI and automation space than 20% of technical positions in this sector. Limited funding, mentorship, and networking opportunities still prevail as bounding factors toward women's advancement in tech. Adding to that, societal biases and stereotypes concerning females in STEM constitute further challenges that even bring into question the likelihood of women receiving the same recognition as their male peers.

But initiatives to get behind women in tech are gathering pace, and female leaders in AI are making great strides in building the next wave. Organisations like Women in Machine Learning WiML and AI4ALL offer mentorship, funding, and educational resources to young women that help them further their careers in AI.

These initiatives are ensuring that a new generation of women talent enters and excels within the industry, shaping the future with artificial intelligence and automation.



The future of artificial intelligence and automation will be increasingly shaped by the unique perspectives and skills provided by women leaders. Women are infusing technology with new benchmarks for innovation, including a sense of inclusion, ethics, and human-centred design. As we go forward, they show us looking back: diversity is not an asset-it's a necessity.

A diverse set of voices in AI means the technology we will build will be representative, non-discriminatory, and of benefit to every segment of society.

But, in so many ways, women leading AI and Automation are guardians of the future who bring along a vision for technology that is as compassionate as it is powerful and as inclusive as ground-breaking. These women keep breaking down barriers and pushing innovations, allowing us to imagine afresh what technology can achieve and for whom it can work. Contributions by these women prove that with diversity in thought, indeed AI and automation stand a chance of having a better, more ethical, and inclusive future.

Redefining the Power Landscape

Women Leading Renewable Energy and Clean Tech Innovation

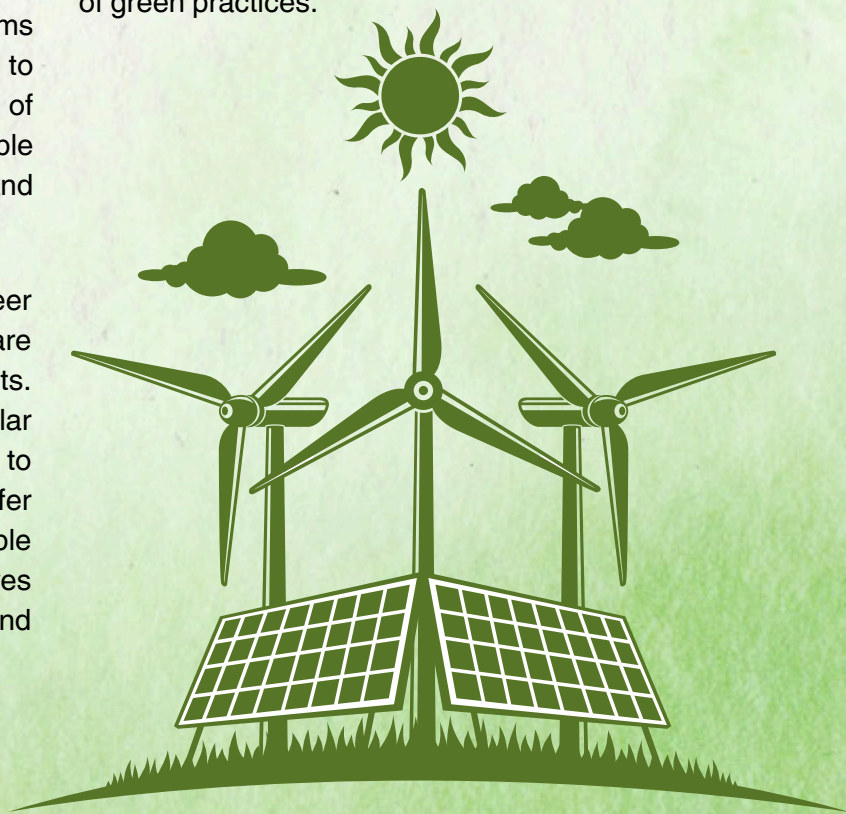
While the rest of the world is faced with unparalleled environmental challenges, renewable energy and clean tech have become irreplaceably important, providing options for a sustainable and resilient future. These are realms where technology is not just expanding but where women in powerful positions are also on the rise. Women lead leading clean tech companies, research initiatives, and policy-shaping organisations in championing innovation and pushing for sustainable practices that transform the global energy landscape. Their leadership provides an exemplary example of how diverse perspectives can drive change not just by leveraging state-of-the-art technologies but also by building communities, creating green jobs, and setting new standards for sustainability.

Women leaders in renewable energy have a vision and mission of their own for the sector. The focus is on long-term systematic and sustainable growth, with a mission to soften the effects of climate change, rather than just near-term technological goals. That calls for people like Catherine Von Burg, the chief executive of SimpliPhi Power, who are instrumental in developing solutions for energy storage that would be both eco-friendly and highly efficient. Under her leadership, the company has pioneered lithium-ion battery systems without toxic components to increase access to renewable energy across regions. This kind of leadership drives home the shift toward renewable technologies that take both the environment and community health seriously.

Equally important, women like Kristal Hansley-pioneer in the field of solar energy and founder of WeSolar-are pushing forward with community solar power projects. Hansley's company offers access to affordable solar energy for low-income neighbourhoods as a way to illustrate that renewable energy can equitably offer solutions. Women like Hansley prove that renewable energy does not only give clean power but also serves as a backing force for economic empowerment and social justice.

Women in clean tech spur innovation well beyond boardrooms into policy and environmental regulation. A good example of this is Christiana Figueres, who, until recently, led the UN Framework Convention on Climate Change and served as a critical player in negotiating the historic Paris Agreement milestone marking the turning point in global climate policy. Her work has evidenced that women policy leaders play an indispensable role in the creation of frameworks that spur innovation, ensure accountability, and attract investment into clean tech.

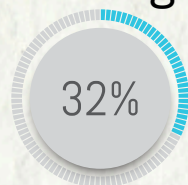
This effect is also felt among various women leading different public-private partnerships involved in the increased utilisation of clean energy. For instance, Lisa Jackson, VP of Apple's Environment, Policy, and Social Initiatives, has led Apple's environmental policies that have achieved 100% renewable energy for all facilities around the world. She is redefining corporate responsibility, showing that big corporations can and should lead from the front when it comes to environmental responsibility. These leaders are at the forefront- not just in creating clean tech solutions but also in raising the bar on sustainability and encouraging policy frameworks that will drive more general adoption of green practices.



While women are breaking into the leadership circle, clean tech and renewable energy remain relatively male-dominated industries. Recent estimates peg women hold roughly 32% of renewable energy jobs, and fewer still are in senior leadership positions. This is a partial consequence of the gender gap in STEM education but also involves limited networking and inherent biases found within traditionally male-dominated sectors. Female leaders, though, are determined to actively break down some of these walls and make the professional world more hospitable.



WOMEN
hold roughly
32%
of **RENEWABLE**
ENERGY jobs



Diversified leadership creates a more progressive approach that will help shape the future in renewable energy and clean tech. As women remain at the helm of innovation in solar, wind, energy storage, and EV infrastructure, they're opening the path to sustainability—a solution not only for the environment but also for society. This shift redefines what it means to lead in energy and proves that responsible, inclusive ways of approach get technological breakthroughs with positive bottom-line effects on global communities.

Women in Renewable Industries and Sustainable Energy, better known as WRISE, and POWERful Women are two of the organisations that provide support through networking, mentorship, and education to their female ranks in these energies. The women leaders are also paving the way for women through educational institutions and tech company partnerships to urge more to apply in engineering, environmental science, and technology. These are important efforts in fostering diversity, which research points out enhances creativity, solves problems, and increases productivity—things so essential in a field that is moving as fast as clean tech.

Moving forward, the role of women in renewable energy and clean tech has been central in reaching ambitious global goals on climate. Bringing in commitment to sustainability practises, women are setting new standards both at the corporate and government leadership levels. Further, women innovators in the sector pay special attention to equity and access to clean tech development. Their leadership surpasses business growth by putting ethical considerations, community support, and environmental justice at the forefront.

From small-scale solar projects to international policy negotiations, women are not only instrumental in how things are unfolding in clean tech and renewable energy but also in its future. Their influence underlines the increasing recognition of gender-diverse leadership as a key determinant in this industry's innovating capacity and sustainability goals achievement. These leaders inspire a whole new generation of women to pursue careers in clean tech as they continue to break down those barriers, further solidifying the workforce and creating long-lasting change.

In a time when the stakes surrounding climate action could not be any higher, voices and visions from women leading in clean tech hold more poignancy now than ever before. A commitment to sustainability, equity, and innovation that goes beyond rewriting the rules of industries gives hope for a cleaner, greener world. The more the leaders in renewable energy, the more this industry would be well-placed to accelerate its impact on both environmental protection and economic development, paving the way toward a future in which clean, sustainable energy would be available to all.

The Acceleration of Women in the EdTech Industries **WORLDWIDE**



The EdTech industry has experienced unprecedented growth in recent years, driven by the global shift towards online and personalised learning. Amidst this transformation, a significant trend has emerged: the increasing participation and leadership of women. This acceleration of women in EdTech is not only reshaping the industry but also creating more inclusive and effective learning solutions.

A Growing Presence

Historically, the technology sector, including EdTech, has been male-dominated. However, women are now launching EdTech companies at an unprecedented rate. According to a report by EdSurge, the number of female EdTech founders has increased by over 40% in the past five years alone. This surge is driven by several factors, including greater access to funding, mentorship programs, and a growing pipeline of female talent in STEM fields.

Diverse Perspectives, Better Solutions

The influx of women in EdTech leadership is yielding more diverse and innovative learning solutions. Female founders tend to focus on underserved areas in education, such as early childhood education, special education, and literacy.



Winnie is a platform that helps parents find childcare and educational activities for their children.

They also prioritise user experience and equity, recognising that technology alone cannot address the complex challenges in education. For instance, consider the EdTech company, Winnie. Founded by Anne Dias and Helle Bjarnstad, Winnie is a platform that helps parents find childcare and educational activities for their children. The company addresses a critical need for working families and demonstrates how female founders are creating practical solutions for real-world education problems.



Challenges Remain

While the acceleration of women in EdTech is a positive trend, challenges persist. Female founders still face gender bias in fundraising, with women securing less than 10% of global venture capital. They also often juggle caregiving responsibilities, which can limit their ability to work long hours or travel frequently. To sustain the momentum of women in EdTech, it is essential to address these systemic barriers. This includes providing more equitable access to funding, offering flexible work arrangements, and promoting female role models and mentors.



A Transformative Force

The growing presence of women in EdTech is not only changing the demographics of the industry but also its trajectory. Female founders are driving a shift towards more student-centered, equitable, and effective learning solutions. As this trend continues, it is likely to have a transformative impact on education as a whole, ultimately benefiting learners worldwide.

In conclusion, the acceleration of women in the EdTech industry is a powerful force for innovation and inclusivity. While challenges remain, the surge of female founders and leaders is reshaping EdTech and creating a more equitable education system. As we move forward, it is essential to support and empower women in EdTech, recognising their potential to transform learning for all.



Women Leaders in the Financial Sector

A DATA-DRIVEN ANALYSIS

The financial industry, once a bastion of male dominance, is undergoing a seismic shift. Women, with their unique perspectives, strong leadership qualities, and innovative approaches, are reshaping the landscape and driving significant change.

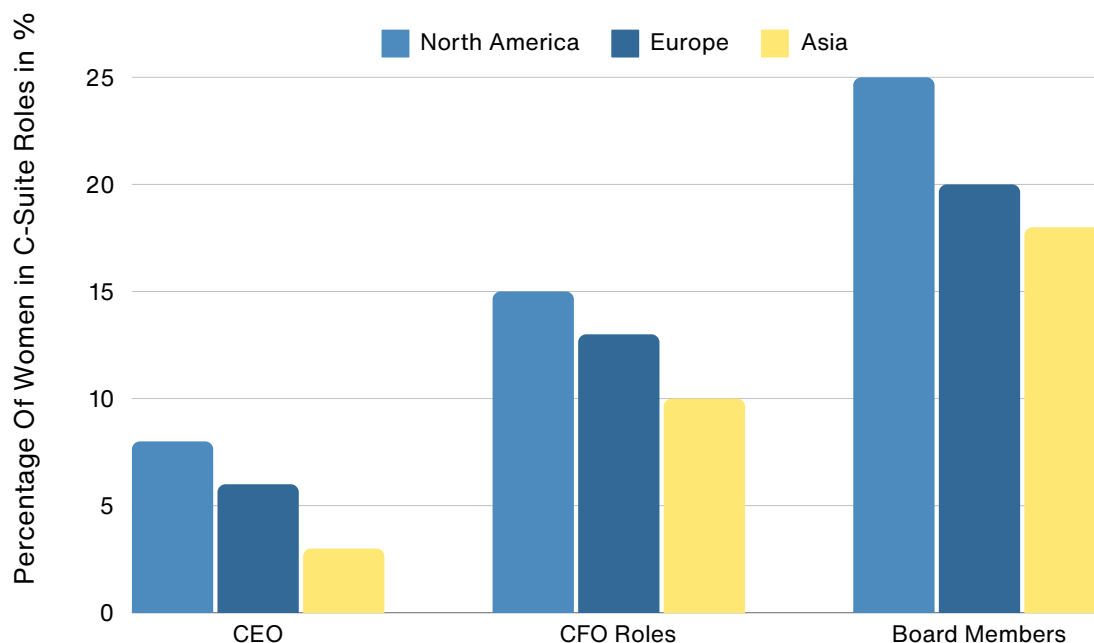
As they break down barriers and ascend to top leadership positions, they are not only empowering themselves but also transforming the industry as a whole.

While women have made significant strides in the financial industry, they remain underrepresented in top leadership positions.

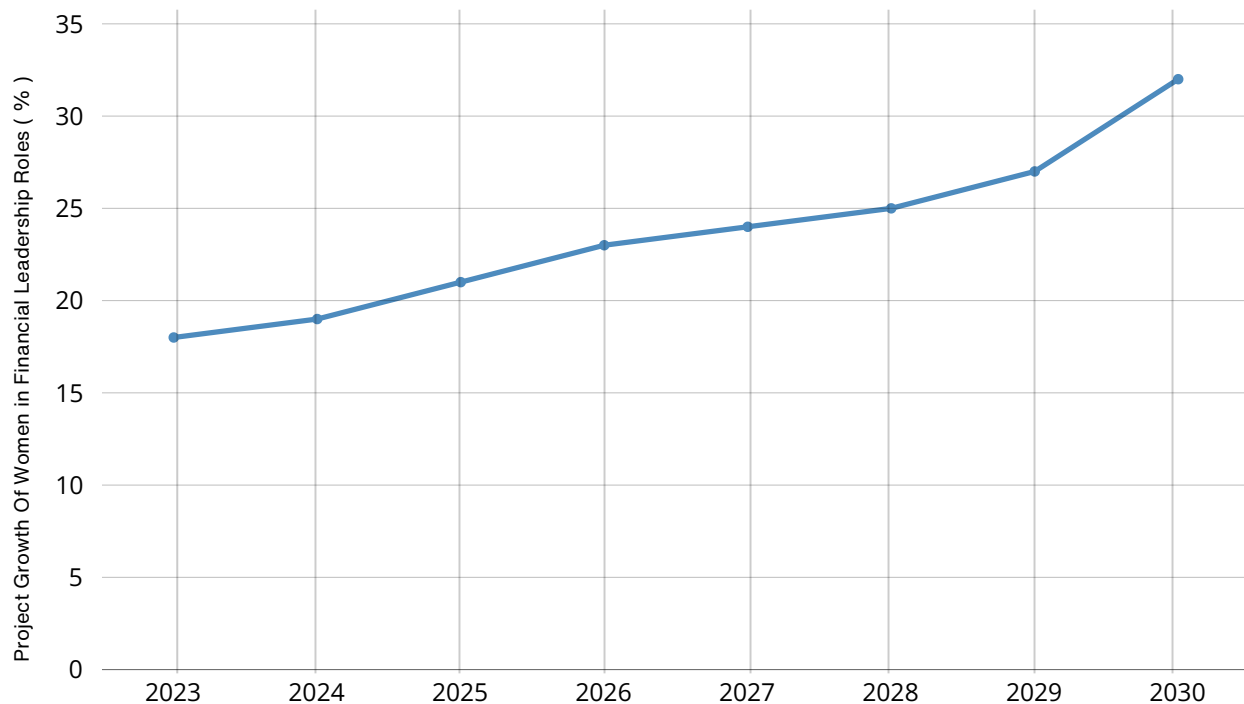
As of 2023, women hold approximately 6% of CEO roles and 20% of board member positions in major global financial institutions.

However, there is a positive trend emerging, particularly in mid-level and executive roles, where women constitute nearly 30% of the workforce in top firms.

Percentage Of Women in C-Suite Roles in Finance by Region



Project Growth Of Women in Financial Leadership Roles by 2030



Despite the progress made, women in finance still face significant challenges. Gender pay gaps, unconscious bias, and limited access to mentorship and sponsorship opportunities continue to hinder their advancement. Work-life balance remains a persistent issue, particularly for women with family responsibilities.

To address these challenges, organizations must take proactive steps to create a more inclusive and equitable workplace. This includes implementing policies that promote equal pay, offering flexible work arrangements, and providing mentorship and sponsorship programs for women.

Additionally, fostering a culture of diversity and inclusion is essential to ensure that women feel valued, supported, and empowered. The rise of women in finance is not just a trend; it is a fundamental shift in the industry.

As more women ascend to leadership positions, they will reshape the financial landscape, drive innovation, and create a more sustainable and equitable future.

To fully realize the potential of women in finance, it is imperative to continue breaking down barriers, challenging stereotypes, and creating a level playing field. By empowering women, we can unlock their full potential and build a stronger, more prosperous future for all.

BREAKING THE GLASS CEILING

THE RISE OF WOMEN ENTREPRENEURS IN INDIA

India, a nation long known for its vibrant culture and rich history, is experiencing a transformative shift in its economic landscape. At the heart of this change is the rising tide of women entrepreneurs, who are breaking down barriers and driving growth and innovation across the country.

Although only about 14% of Indian women own or run businesses, the number of women entrepreneurs in India is growing at an unprecedented rate. Women-owned businesses in India are expected to expand by as much as 90% over the next five years. This surge in women's entrepreneurship is being fuelled by a combination of factors, including increased access to education and funding, shifting societal attitudes, and the growing recognition of the critical

role women play in driving economic growth and development.

One of the most significant drivers of the rise of women entrepreneurs in India is the increasing access to education and skills training. As more girls and women gain access to quality education,

They are acquiring the knowledge and skills they need to start and grow their own businesses. This, in turn, is enabling them to tap into the country's vibrant entrepreneurial ecosystem and take advantage of the many opportunities it offers.

In addition to education, access to funding is another key factor fuelling the growth of women's entrepreneurship in India. In recent years, there has been a surge in the number of

offering funding and support specifically to women entrepreneurs.

These include everything from banks and venture capital firms to non-profits and government agencies. By providing women with the financial resources, they need to start and grow their businesses, these organisations are helping to level the playing field and create more opportunities for women to succeed as entrepreneurs.

Shifting societal attitudes also plays a critical role in the rise of women entrepreneurs in India. As more women pursue careers in business and become successful entrepreneurs, they are helping to challenge stereotypes and break down barriers. This, in turn, inspires a new generation of women and girls to consider



entrepreneurship as a viable career path. At the same time, there is a growing recognition of the critical role women play in driving economic growth and development. As women become more prominent in the business world, they are helping to bring new perspectives and ideas to the table, which is fuelling innovation and growth.

The rise of women entrepreneurs in India is having a profound impact on the country's economy and society. By starting and growing their own businesses,

women are creating jobs, generating income, and contributing to GDP. They are also helping to drive innovation and growth in key sectors, from technology and healthcare to education and renewable energy. At the same time, women entrepreneurs are playing a critical role in their communities, where they are often leaders and role models. By reinvesting their profits and giving back to their communities, women entrepreneurs are helping to create positive social change and

promote sustainable development.

Despite the many advances that have been made, women entrepreneurs in India still face several challenges. These include everything from accessing funding and navigating regulatory hurdles to balancing work and family responsibilities. However, with the support of organisations, networks, and mentors, women are overcoming these obstacles and achieving success as entrepreneurs. As the



ecosystem for women's entrepreneurship in India continues to evolve and grow, even more women will likely be inspired to start their businesses and become part of this vibrant and dynamic community.

The stories of women entrepreneurship in India give hope, resilience, and determination. It is a story of women who, despite the many challenges they have faced, overcome, and achieved great things. It is a story of women who have dared to dream big and work hard to make those dreams a reality. It is a story of women who, through their entrepreneurship, are helping to create a better future for

themselves, their families, and their communities.

As we look at the future, it is clear that women entrepreneurs will play an increasingly important role in shaping India's economic and social landscape. With their creativity, determination, and leadership, women are helping to drive growth, innovation, and positive change. They are not only creating jobs and generating income but also inspiring others and helping to break down barriers. Through their entrepreneurship, women are showing the world what they are capable of and helping to create a more equitable and prosperous future for all.

In conclusion, the rise of women entrepreneurs in India is a powerful testament to the potential of women to drive growth, innovation, and positive change. As more women pursue careers in business and become successful entrepreneurs, they are not only achieving their own goals and dreams but also helping to transform their communities and countries. By providing women with the support, resources, and opportunities they need to succeed as entrepreneurs, we can help to unleash their full potential and create a more equitable and prosperous world for all.

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