



**At SHEmantra, we are committed to igniting a transformation in women entrepreneurs worldwide to enable them to PLAY BIG!**



# OUR STORY FROM OUR FOUNDER SHILPA...

## Founder's Message

In 2020, during the COVID lockdown in India, many of the women I knew, particularly those in the world of entrepreneurship had started to play small. This was because the demands on their time from everybody else had started to grow bigger!

I noticed many self-employed women and solopreneurs trading their careers in coaching, consulting and counselling for household chores like cooking, cleaning, and caregiving. I couldn't help but wonder if there was an end in sight or if their decision to leave successful corporate careers for a second career innings was going to be in vain.

That day, I resolved to not let that happen. The pandemic might separate us from our dreams, but not forever if we can unite as a community. Together, with a shared purpose, we can weather the storm, supporting and caring for each other.

With that determination, I began reaching out to women entrepreneurs running service based businesses. It was very unusual for me to reach out to complete strangers and it required courage. I knew they could reject me and my idea. However I felt compelled to think about a possible "WE" and not ME. "Purpose" trumped all fear.

With the intention firmly set in my consciousness, SHEmantra was born in July 2020.

Our first meeting was endearing. Seven of us gathered, all unfamiliar faces. But that meeting laid the foundation for what we would become and how we would support each other. Our purpose was simple: to foster personal and professional growth by sharing ideas, experiences, and best practices in a safe, judgment-free space.

This idea started to come alive one day at a time, with each woman entrepreneur adding her unique value to SHEmantra. SHEmantras began to co-create SHEmantra with an abundance mindset. Today we are a growing, vibrant and energetic Community in over 15 countries.

My vision is crystal clear: Every woman entrepreneur who runs a service-based business anywhere in the world and wants to play big will have SHEmantra in her life! We're here to be her source of strength, making a real difference in her journey towards success, as SHE defines it! We're here to enable her to "PLAY HER PURPOSE"!



SHILPA AJWANI

Founder- SHEmantra Community

Founder & CEO – unomantra, a

Strategy & Leadership Advisory Firm



## Our Purpose

We are a niche, “by invitation only” Community. We enable women entrepreneurs in service-businesses to forge “conscious connections” for personal and professional growth in a safe, encouraging, abundant environment and collaborate to raise consciousness on our Planet!

## Our Principles

**1. ABUNDANCE** We operate from a belief that there is enough for all provided we share!

**2. LIMITLESS POTENTIAL**

We strive to realise it as we all have it and as a Community we multiply it!

**3. RESPECT**

We express for each other and our Community’s purpose!

**4. GROWTH**

It’s our way of life to enable growth in ourself by learning constantly and in others by sharing our talent, knowledge, skills and network generously!

**5. COLLABORATION**

We multiply our growth and positive impact on our planet by combining our strengths!





## 9 Connection Mantras

### A Journey from Handshakes to Heartbeats

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#### 1. Welcome Authenticity, All Stories are Sacred.

Every woman needs to feel she belongs. We don't need more perfect rooms. We need spaces where laughter and tears both have a place. Where stories are held, not judged. Where you can say, "This is who I am," and be met with, "Welcome. We're glad you're here."

#### 2. Celebrate Without Comparison

Your win is my win. Let's rise together. Too many women have been taught that there's only one seat at the table. But that's a lie. There is space for all of us to shine. Every time we genuinely celebrate another woman's success, we chip away at a culture of scarcity and plant the seeds of abundance.

#### 3. Hold Space Without Fixing

Just being there with empathy is sometimes the most healing act. We're conditioned to solve, to rescue, to advise. But often, the most powerful gift we can offer is presence. To say, "I see you. I hear you. I'm here with you." That alone can be a lifeline.

#### 4. Speak Each Other's Names in Rooms of Opportunity

Be the reason another woman gets seen, heard, and chosen. It's one thing to cheer each other on in private. It's another to advocate for one another in spaces that matter. Be it boardrooms, hiring panels, partnerships. True connection means using your influence to lift another voice when she's not in the room.





## 5. Remind Each Other of Our Brilliance

Be a mirror of strength, especially when one forgets. There are days we all doubt ourselves. On those days, someone else's belief in us can carry us through. Let's be the women who gently reflect the light when another forgets she has it.

## 6. Choose Compassion Over Criticism

We all stumble. Let's soften the fall, not deepen the wound. We live in a world that is quick to judge and slow to understand. But behind every mistake is a human trying to figure things out. Let's choose compassion over condemnation. And when truth needs to be spoken, let's speak it with tenderness - because honesty can be healing when it's offered with care. Let's be the kind of women who hold each other accountable with love, not shame.

## 7. Invest Time in Meaningful Conversations

Ask: "How are you, really?" Go beyond small talk. Connection doesn't come from sharing space. It comes from sharing truth. The next time you meet someone, dare to go deeper. Ask the questions that open hearts, not just calendars. And when they share, truly listen - Not to reply, but to understand.

## 8. Encourage Courage

Be the voice that says, "Go for it, I believe in you." So many dreams die quietly not from lack of talent, but from lack of encouragement. One voice of belief can be the difference between fear and flight. Be that voice.

## 9. Lift Without Expectation

Give, not to receive, but to amplify a shared sense of abundance. The world teaches us to measure returns. But connection isn't a transaction. When we lift others with no strings attached, we tap into something timeless - generosity that multiplies, not diminishes.





## Who will you find within SHEmantra...

We are an exclusive, "by invitation-only" Community for women. Every prospective Community member must be referred by an existing SHEmantran. Our exclusivity guarantees a network of like-minded, passionate individuals committed to mutual growth and success. Within our community, you'll find a dynamic group of women entrepreneurs who operate service-based businesses, encompassing Coaching, Consulting, Counselling, Training & Facilitation.

## Why do SHEmantrants LOVE SHEmantra?

SHEmantra provides:

**Exclusive Access:** Access to top global coaches and consultants for invaluable insights to advance your business endeavors and stay ahead in your profession

**Collaboration Opportunities:** Open doors to potential partnerships that help to scale your ventures

**Supportive Community:** Experience emotional support and sisterhood from fellow SHEmantrants, never navigating your journey alone

**Global Networking:** Connect with SHEmantrants worldwide regardless of your location for advice and mutual support

**Enhanced Learning Curve:** Benefit from guidance, mentorship, workshops and shared experiences, accelerating your learning curve

**Lasting Connections:** Forge lasting friendships, gain invaluable guidance, celebrate your wins and find joy within this vibrant community





***"Behind every successful woman is a tribe of other successful women who have her back." - Unknown***

