

COUNT YOUR Chickens

BEFORE THEY HATCH

A 4PS B&M QUARTERLY SUPPLEMENT ON BUSINESS LEADERS

LEADING LADIES

ANISHA SINGH

"ENTREPRENEURSHIP IS NOT ROSY INITIALLY"

ANISHA SINGH, A SERIAL ENTREPRENEUR WITH A ZEAL FOR NEW VENTURES, EXPLAINS TO NIDHI GUPTA HOW WOMAN CAN ALSO MAKE A MARK IN AN INDUSTRY LIKE E-COMMERCE

Founder and CEO of mydala.com, Anisha Singh started the company in 2009 and has led mydala to become one of the leading online portals in the country. She began her career on Capitol Hill working with the Clinton administration helping women entrepreneurs raise funding for innovative women-led businesses. She also worked at Centra Software in Boston before returning to India and setting up, Kinis (Software) Solutions, a provider of customized e-learning solutions for Fortune 500 companies.

What factors do you attribute to the success of mydala.com?

First factor that drives our business is 'the right idea'. Mydala's genesis was to provide merchants with a pay for performance model which did not require them to shell out a lot of money to promote themselves upfront without being able to track the performance. We researched and tried to find out the pain areas of the local merchants. We also added a merchant panel at the back-end which lets the merchant track and see what his ROI looks like on mydala. Secondly, we gave them 'the right platform'. We started as a group-buying site providing small business an alternative to market themselves via traditional marketing media. Over time, we have evolved into a complete merchant marketing platform for small businesses as well as national brands.

What are the challenges of being a woman in top management? Do you feel women have a disadvantage over men in India Inc?

I firmly believe that the challenges

in top management in the entrepreneurial world are not based on gender differences. I've never looked at myself as a woman in top management – just as an entrepreneur with the same challenges all entrepreneurs have.

What are the future plans of mydala.com?

We would like to be the go-to marketing platform for each and every B2C business in India. Our mobile growth story has been something that's caught us by surprise so we would like to see that continue and grow further.

Women in a leadership role are still a minority – both in the general business world and politics. Given this status, how can these women truly serve as role models to other women?

When any person looks up to somebody as a role model, they look at the attributes that they admire. I look up to anyone who have tried to do something in their lives in the face of adversity – I see women who drive cabs, who own beedi shops and who work out in the fields while taking care of their children. I think we need more women at the grassroots and at the mass level that need to be showcased and highlighted by the media. Women who are leaders in their own right, who are not majority but doing things that just need to get done.

What according to you are the traits which a woman leader should possess?

Women tend to be the best multitaskers. We also are great at over thinking – what if this, what if that.



Anisha Singh – Founder and CEO, mydala.com

"THERE IS A NEED FOR MORE WOMEN AT THE GRASSROOT AS WELL AS MASS LEVEL AND MEDIA CAN PLAY A VITAL ROLE BY PROMOTING THEM"

So, my advice for aspiring women entrepreneurs would be to stop over thinking! If you keep 'what if-ing' there will always be a reason to not do it...just go ahead and do it. If you feel passionately about starting a business – Do It!! Just be sure to reach out to people who can be mentors and can guide you along the way. We're known to take all sorts of pressure so just take the jump and things will fall into place. Entrepreneurship in general is not rosy initially with the long hours and a lot of non-clarity but the ride and the view along the way are brilliant and the fruits along the way are worth it.

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