



Do you need a designation to be a leader?

What does it take to be a leader?



“A woman is like a tea bag – you can’t tell how strong she is until you put her in hot water.”

-Eleanor Roosevelt

Bringing you the leadership qualities displayed by women in the remotest parts of rural & urban India. Women who struggled & rose with their strength to empower themselves & others. From standing up against exploiting landowners to starting a revolution with all-women vigilantes to protect forests, rural women are transforming into influential leaders of change.



Rajkumari Devi

Rajkumari Devi, a farmer, popularly known as Kisan Chachi (Farmer Aunty), cycles across many villages to share her expert tips on kitchen farming and instills the spirit of entrepreneurship in rural women.

Her objective is to show how these women can become financially independent through farming and small-scale businesses. But, her journey was not so easy.

Chinna Pillai

Married off at the age of 12, Chinna Pillai's life was like that of many others in the villages of India who toil on borrowed fields for meager wages alongside their husbands and children.

Unlike most, she wasn't the timid kind to quietly accept whatever the landowners or the moneylenders would give or ask from her. She became the first voice of dissent in a rural settlement of Pullucherai in the Madurai district.

With her constant questions and demands for fair wages, Chinna Pillai soon rose to become a labor contract leader (kothu leader) of a group of female farmers.





Saalumarada Thimmakka

In her 40s, Saalumarada Thimmakka had hit a dark phase when she wanted to end her life for not being able to conceive. But, with the support of her husband, she found solace in planting trees.

The couple loved and cared for the trees like their own children, and their family increased from 10 to almost 8,000 trees.

Lakshmi Menon, Ernakulam

Founded by ecopreneur, Lakshmi Menon, in 2012, Pure Living (Products Upcycled Recycled and Economized) offers an eco-friendly alternative to plastic pens and wooden pencils that grow into trees when they are disposed of. The venture has helped empower the elderly and differently-abled women in the region and uses up-cycled paper waste from printing presses to manufacture the pens.



Dare to Dream

Dare to Dream was conducted as an open program on 18 March 2021. Where we had participants from 5 different countries.

Dare to Dream is 10 Ways To Turn Your Big Dream Into Reality. They are as follows:

1. See into the future
2. Set an intention
3. Have integrity
4. Know who you are
5. Get clear on what you want and write it down.
6. Share your dreams
7. Be a stronger person for yourself and your family
8. Don't let fear stand in your way
9. Start taking action
10. Back everything you do with persistence and determination

Participants Feedback for Dare to Dream

Really great session... This session helped us to understand the power of our dreams... Took me in space for a while.

Amazing! Mindful experience and helped me look at my future self :)

Spectacular session . I had a scintillating experience !

Awesome 🙌 Allowed me take a step back think and dream on what I need to in life

Excellent workshop. Simple and touchy, with activities to connect between participants, inspiring to follow our dreams. Congratulations

Nothing is impossible if you are passionate enough

It was a wonderful session by you Vanitha.

Women Centric programs from RadicalEdge

- **No more holding back:** Guidance & Affirmation for remarkable women to make an even bigger difference in the world. From the book by Marshall Goldsman, Sally Helgeren & Ram Ganglani
- **4G Connect to Self & Others:** This is our in-house model based on Vanitha's experience of being a working mother & building a business. 4G - Guilt-Free, Gumption, Graceful and Giving which helps you be successful in any role.
- **Brand Who? Brand You:** We all know developing a personal brand is valuable since a strong reputation can put you on the radar for exciting career opportunities. When your true talents are understood, it's far more likely you'll be tapped for relevant and interesting assignments — and it helps you stand out in a field of competitors. In this session, we practice key elements to create a brand & use them.
- **Stress to Destress for Women:** Women suffer much more work stress than men says the psychiatrist. Inequality in the workplace and family responsibilities add to pressure as they face unequal pay and lack of support. Connect with us for customized online sessions for reducing stress.
- **Dare to Dream - Unapologetically:** A strengths-based approach to strategic planning that allows you to plan for and create a future through collaboration, shared understanding, and a commitment to action

We are...



Vanitha Choudhari
Founder & CEO



Divya
Business Operations
Manager



Vijaya Shri Ramesh
Business Development
Manager