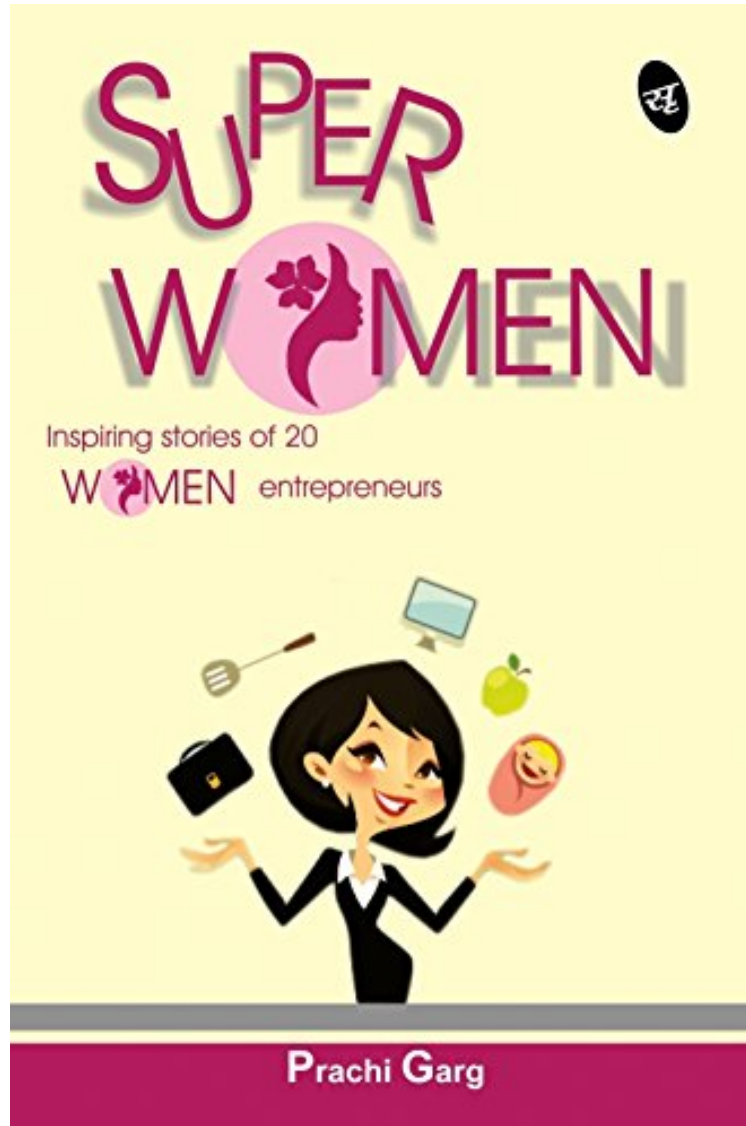


Superwomen

Prachi Garg

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Prachi Garg : Superwomen before purchasing it in order to gauge whether or not it would be worth my time, and all praised Superwomen:

0 of 0 people found the following review helpful. I'm not the best judge. And now that I think about the ...By Alex-The Shadow Girl First things first, I DONOT read many non-fiction books. Infact, do you want to know how many non-fic books I've read before this one? ZERO. I'm just mentioning that so you know, I'm not the best judge. And now that I think about the one thing I didn't like about this book, the writing style, it may be because I'm not used to reading this kind of books. The writing shifts from being essay-like and formal to

familiar and informal. I didn't like the formal style, because it seemed like advertising for all the websites and work done by these amazing women. But then, I read about how they worked on it, their thoughts, the challenges they faced and of course how the idea came to them and I felt so inspired and happy. But I wasn't going to just let it go when the book ended, so I went and researched on all these women, checked their websites, read about THEM and that's why it has taken me so long to write this review, when I finished the book two days ago. You know me, I obsess over these things. Whereas some people might see this book as a tribute to feminism or women empowerment, I saw it as something that shows the reward of hard work. The stories of 20 women who worked towards achieving their goals, who weren't satisfied with their desk jobs and wanted more from their lives. They also wanted to help people, to make this world a better place. Just take the story of Richa Singh who started your D.O.S.T to offer support, suggestions and help to people who need friends or just someone to talk to about their problems. This is the kind of thing that makes me feel good about the world. Having a bad day? Having doubts about yourself? Feeling like you can't do anything right? This book is the touch of positivity you need.

In a nation that reveres women as goddesses of wealth, knowledge, power and infinite energy, there are a few who have gone on to prove why. Not only have they carved a niche for their talent, but have also inspired and empowered many others in the process. This book brings forth the stories of twenty women entrepreneurs who have struck a perfect personal-professional harmony, and a chord with their immediate consumers. Their innovative ventures encompass a varied range of services — from supporting victims of acid attacks, to providing free skin care solutions; from online retail of lingerie, handmade bags and fashion accessories, to eco-friendly products of everyday utility; from pet care products, to quirky merchandise; from empowering folk artists, to providing clinical assistance to those going through tough times; from image consulting to house hunting; from arty solutions, to innovative marketing and corporate communication; from creating happy readers to making religious ceremonies simpler — these entrepreneurs have opened avenues formerly unexplored. *Superwomen* is an interesting journey of how they played all their roles to perfection, aligning their families with their ambitions, showing the world their true mettle.

About the Author Prachi Garg is a true blue Mirandian, who is an entrepreneur herself. She co-founded Ghoomophiro.com and Anmoluphar.com. An alumna of Great Lakes Institute of Management, she is passionate about writing and travelling.