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TANUJA SINHA ROY

Founder

Swtantra Brands



Ex-Regional Head
(Target, Sears & JC Penney)

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Y Our Transformative Journey In the Industry.

My journey through the textile industry has been long and seen many transformations. With over three decades of experience, I've traversed the entire spectrum from manufacturing to exports, and have led private brand sourcing for US retail Giant retailers like Target, Sears and JC Penney worth more than a billion dollars. Most recently, I've embarked on a venture that encompasses three distinct textile brands under one roof, reflecting my constant pursuit of innovation and growth. Each phase of my journey has added layers of expertise, culminating in the realization of a visionary "house of brands."

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AN Inspirational Chapter Of Your Life that Stands Out

An extraordinary chapter in my life's journey revolves around my unyielding determination as a woman leader in the textile industry. In a sector often dominated by men, I refused to let any glass ceilings, whether real or self imposed, obstruct my path. Instead, I broke through with unwavering resolve, channeling my passion and expertise to elevate not only my own career but also to enhance India's reputation on the global stage.

Through every challenge, I've stood firm, showcasing that gender is never a limitation but rather a source of strength. By relentlessly pursuing excellence, I've not only shattered stereotypes but also ensured that India's name and glory shine brighter than ever before. This journey serves as a beacon of inspiration, proving that barriers are meant to be overcome and that a woman's leadership can be a transformative force that leaves an indelible mark on industries and societies alike.

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G Game-Changing Retail & Consumer Technologies In Your View

In my view, the integration of e-commerce technology has been a game-changer for the textile industry. Especially during the COVID-19 pandemic, e-commerce proved its effectiveness and efficiency in India. It enabled uninterrupted access to textiles for consumers, providing convenience and safety. The ability to showcase products, offer customization, and facilitate easy transactions and deliveries online has revolutionized the way textiles are marketed and sold.

Over the past 2-3 years, the consumer technology landscape has witnessed a transformative revolution, reshaping how businesses engage with their audiences. Augmented Reality (AR) and Virtual Reality (VR) have emerged as game-changing tools, breathing new life into the retail experience. These immerbridging the gap between online and offline shopping.

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Observations On Gaps In the Industry & Recommendations for Enhancements.

Despite the industry's advancements, there are gaps that need attention. Example dependency on imports, which presents both challenges and opportunities for enhancing India's self-reliance. Supply chain sustainability remains a challenge. To enhance this aspect, investments in eco-friendly packing and trim materials and manufacturing is crucial. Additionally, skill development and training programs should be expanded to create a more skilled workforce, and collaborative efforts between industry stakeholders can lead to innovative solutions addressing these gaps.

We as a country need to support, appreciate and develop cottage and handloom industry but also support manufacturing at very-very large scale to get a good sizeable portion of world textile trade.

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Y Our Endeavors Towards Supporting the Industry's Ambition Aligned With the Nation's Vision Of Becoming A Trillion-Dollar Textile Economy

My endeavors align closely with the vision of a trillion-dollar textile economy for India. Through my brands, I prioritize quality, innovation, and sustainability. By showcasing India's rich textile heritage and craftsmanship on a global platform, I contribute to boosting exports. Moreover, I actively collaborate with local artisans and communities, thus supporting grassroots development and creating a positive socio-economic impact.

Being a part of the Brand and Sourcing Leaders (BSL) seamlessly aligns with our Panch Pahal initiatives, a concerted effort aimed at propelling our mission towards achieving a trillion-dollar textile economy. Within this esteemed league, we find ourselves in the company of major retail and brand leaders who share our vision, passion, and commitment to the cause.

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A Message You'd Impart to Galvanize - India's GenZ.

To the vibrant Gen Z of India, I'd say: Embrace your heritage while embracing change. Our textile legacy is a treasure trove of artistry and culture; by modernizing it, you can create something extraordinary. Believe in your capabilities, regardless of your gender or background. Challenges are opportunities to grow stronger. Leverage technology to amplify your voice and ideas. You have the power to shape the future of textiles, making India proud on the global stage.

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