



BSL

BRANDS & SOURCING LEADERS ASSOCIATION
INCUBATOR | ACCELERATOR | CATALYST

SHEROES

Women Achievers

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SMITA VERMA KANSAL

SENIOR VICE PRESIDENT
FOUNDING MEMBER

GENIEMODE

SHEROES
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Your Transformative Journey In the Industry.

My strength lies in setting and executing strategies, sales operations, and management for direct retailers and sourcing agents. I've built production bases, assembled teams, and established processes for multiple offices to achieve business targets.

With diverse product knowledge spanning Knits, Denim, Woven, Knitwear, Footwear, and Home Textile, I've truly embraced a transformative journey in the industry.

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An Inspirational Chapter Of Your Life that Stands Out

It's not one specific incident. It is the complete journey of creating a success path for career growth while handling the challenges of personal life as a nuclear family. Creating beautiful family and friends of life..

Every woman wants to have a work life balance to manage the role of ambitious woman and near perfect home-maker. One wants to be a perfect wife, mother, host and pursue one's hobbies with vigor. Manage time for your health, friends and social life. At the same time drive career growth which requires dedication towards work, indulgent leadership and a lot of hard work & consistency.

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Game-Changing Retail & Consumer Technologies In Your View

I perceive significant potential in integrating block chain for textile supply chain transparency, allowing consumers to trace origins and ensure ethical practices. AI-driven design enhances the creation of products aligned with consumer preferences and fashion trends. The rise of e-commerce and direct-to-consumer (DTC) models offers cost-effective ways to reach consumers directly, fostering personalized relationships and enhancing the overall consumer experience.

This convergence holds promise for a more transparent, efficient, and consumer-centric future in the textile industry.

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

I'm actively working to elevate India's textile industry by engaging international buyers with a tailored strategy. It's about aligning our factories and mills to meet their expectations, ensuring our offerings resonate. In personal discussions with mills, we're shaping our product strategy, injecting innovation into yarn and fabric. I'm overseeing the upgrade of machinery a personal commitment to ensure our products meet the highest International standards, it's not just about meeting requirements, it's about exceeding them.

Operational excellence is my focus, ensuring every product reflects our commitment and timely delivery Together, we're crafting a story of international success for India's textile industry.

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

Embrace innovation and technology.

Be the disruptors and creators who will drive India's progress.
Your Ideas can change lives.

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