

COMMITMENT AND THE MILKY WAY

A CASE STUDY OF WOMAN TIMES

PROF. SANTANU RAY

Commitment and The Milky Way – A case study of Woman Times

Woman Times is a webzine that connects with the ‘woman’ community across the globe with main impetus on real women related stories that depict their strength and significance of existence. ‘Woman’ here signifies one community heralding the general circumstances, struggle, aspiration and zeal with which women are moving towards empowerment and emancipation. It is the brand name under the parent company Umakash. The company came into existence on 1st January 2017 as a partnership firm having three women founders – Shanta Chakraborty, Moon Moon Chakraborty and Poulami Chakraborty. And Woman Times was born out of it on 3rd February 2017 officially with the launch at the Charukala Bhawan, Kolkata.

Moon Moon Chakraborty is 27 years old and the Founder and CEO of Woman Times. Being qualified with dual MBA (HR and Marketing) from NERIM, Dibrugarh University, she always aspired to be the source of employment. With that she decided to start her own entrepreneurship venture quitting the lucrative job of HR. She served different organisations in the HR domain before taking the decision to delve into the entrepreneurial journey.

Shanta Chakraborty, is the co-founder of Woman Times. A spinster herself concerned with women power she delved into this entrepreneurship venture mainly looking into the finance part of the company.

Poulami Chakraborty, 25 years old, is a journalist, poet and writer who served different media houses in Northeast and Delhi and has contributed to books of short stories. With dual masters in Mass Communication and Political Science, she has always been desperate to focus on women less talked about or women who signified strength and uprightness. Thus, started her collaboration of being the Editor and co-founder of Woman Times.

In October 2016 when both the young founders, Moon Moon Chakraborty and Poulami Chakraborty felt the inner urge to do something on their own – one being desperate to generate employment and an innovative business model and the other to write on topics less taken by the Editors of most of the big houses and then follows the research which gives birth to the concept to do something with women. The hunt for a desired name for the website was born and the hunt went on for one and a half month and finally Woman Times was finalized.

Thus, there was no looking back. Difficulties endorsed the path in disguise of financial blocks where the capital that was invested into the firm was the savings from both

the young professionals, Moon Moon and Poulami. The hunt for stories continued and the first story of an unknown entrepreneur, Mrs. Mallika Bhattacharya was broken by Woman Times and later they also received an award for her work by the MSME department of the West Bengal Govt.

On the completion of one year on 19th February 2018, Woman Times started 'National Woman Empowerment Award' where in they honoured women from different fields nationally and internationally of which Padma Sree Subhasini Mistry, Guru Sanchita Bhattacharya, Manogya Loiwal, Manabi Bandopadhyay (India's First Transgender Principal) and many more were honoured. Woman Times has also taken the responsibility of the education of a girl child on the award program day.

Woman Times has also come up with their own YouTube Channel documenting short films on various subjects started from the April 2018.



Prof. SANTANU RAY

Prof. Ray is currently the Mentor & Adviser to Chancellor, Sister Nivedita University. He has always focused on research and publications and while at IBS, he created the IBS Research Centre Kolkata where dedicated researchers and authors worked passionately towards developing management case studies and books, so far, more than 300 case studies developed by the centre has been uploaded in European Case Clearing House. The centre has also come out with more than 100 books.

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