

MEET THE ENTREPRENEUR

INDUSTRY DISRUPTOR



PADMINI GOVIND
THARANGINI

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As a solo entrepreneur, it's easy to get caught up in the chaos of everyday. Joining the Industry Disruptor expanded my thinking to meta-level issues, and allowed me to learn from a variety of mentors with very industry-specific real-world knowledge.

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What sustainable fashion means to me

At Tharangini, sustainable fashion comes in the form of using organic certified dyes and low waste processes. We strive for transparent and ethical supply chains that honor the traditional craft of woodblock printing while empowering the rising generation of artisans to reinvent the artform and reduce their impact on the planet.



What I learned from the Industry Disruptor

The program has welcomed me into an enriching and inspiring ecosystem that has expanded my horizons and allowed me to grow my network, strengthen my business strategy, and adapt to the pandemic-driven market changes. With close guidance from my mentor, I have also been able to rebrand Tharangini, which has improved my positioning among existing and new clients and enhanced my brand visibility among peer networks. I now know what industry traps to avoid and how to gauge promising opportunities.



Challenges I strive to overcome

The continuing pandemic has unsurprisingly created a very unpredictable market for us. There has been a domino effect down from large clients forced to downsize that have halted and slowed the supply chain of small retailers, independent artisans, and fabric mills around the country. This has made it increasingly difficult to physically distribute our goods in a safe way, but allowed us the opportunity to pivot into new, more sustainable, and ethical, market lines to supplement lost sources of income.

How I advocate for female empowerment in fashion

As a woman-owned business, we place emphasis on working with women from underprivileged backgrounds as well as specially-abled artisans. This creates income generating opportunities that empower women and allow us to preserve traditional textile arts that are quickly vanishing.



The UN Women Industry Disruptor is a unique mentoring activity providing female-benefitting enterprises and entrepreneurs in India the chance to tackle key sustainability challenges in the fashion industry. The project is run by WeEmpowerAsia, a UN Women programme funded by the European Union that promotes women's participation and leadership in business in Asia.