

MEET THE ENTREPRENEUR

# INDUSTRY DISRUPTOR



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There are always the ups and downs as a young business and finding continued motivation can be a real challenge. Through community, renewed focus, and a deeper sense of awareness, joining programs and bootcamps like the Industry Disruptor give you the courage to keep going.

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## What sustainable fashion means to me

Sustainability in the production of fashion involves anything that is intentionally crafted with a lowered or zero impact on the environment and to the people involved. On the consumer level, sustainable fashion comes from products with a long lifetime and from caring, sharing, and mending the garments already in your closet.

## What I learned from the Industry Disruptor

Before the program, I always felt torn in so many different directions. It was hard to balance our social values with our business goals and our lack of focus showed. During the program, we received tools to understand our intentions more clearly, set expectations, and drive priority areas. With our refreshed perspective and bolstered confidence, we were able to hire a full-time team that has focused on creative strategies and increasing sales.





## Challenges I strive to overcome

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Our followers are used to cheaper priced goods, so it has been a challenge to convert them into our customers. It is our responsibility as a business to build awareness and encourage consumers to make more conscious choices, even when it comes at a higher cost or increased effort on their part.

## How I advocate for female empowerment in fashion

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We provide women-led business and female artisans in India with an online platform to sell their crafts and reach the global marketplace. There is a big gap between Indian-made, sustainable, and ethical lifestyle products with international consumers, and we work to bridge the gap while educating our audiences on the impact of conscious consumerism.



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.