

MEET THE ENTREPRENEUR

INDUSTRY DISRUPTOR



SOUMITA BASU
ZYENIKA ADAPTIVE CLOTHING

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The most remarkable change has been in my mindset and incorporating the various interpretations of sustainability from my peers. Understanding the challenges of others in the program opened ideas for my own work and has helped me realize the pain points among the industry giants.

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What sustainable fashion means to me

Fashion that keeps the maker and the wearer, inclusive of the planet, happy and healthy. Sustainable fashion means moving away from fast fashion, wearing garments that do not harm anyone to make, and building a relationship with clothes of high quality instead of following trends.

What I learned from the Industry Disruptor

The program offered me a large canvas to think and understand the challenges of other businesses in the industry. Learning about the distinct stages of entrepreneurship enriched my own learning and working with H&M during the bootcamp exercise made me realize that big brands also face similar problems. It gave me a motivating feeling that we are all in this together when it comes to tackling sustainability and strengthened my confidence in dealing with clients and customers.





Challenges I strive to overcome

The market for inclusive fashion and adaptive clothing is new, yet people's knowledge of well-being and disability is not properly understood. On top of managing the production of our garments, this means we need to focus on building awareness and creating demand for a product people often do not stop to think about.

How I advocate for female empowerment in fashion

We empower women by providing clothes that are for people of all able-ness and body types. We believe that comfort and style go hand-and-in-hand, and want to ensure that women, regardless of their physical needs or body shape, should be confident and connected to the clothes they wear. Our production process also maintains strict policies against exploitation, giving income opportunities to marginalized communities including women and people living with disabilities.



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.