

Archana Garodia Gupta is currently the National Chair of the FICCI MSME Committee. She is a member of the Brics Financial Committee from India, leading the SME Task force.

Archana was the President of FLO, the women's wing of the Federation of Indian Chambers of Commerce and Industry in 2015- 2016. She has been working in the sphere of women's development since the last two decades. Among other women empowerment initiatives promoted were Swayam, a handholding, mentoring and consultancy cell nationwide for women, and a number of skilling and employment initiatives under the umbrella WE (Women Empowerment). WE in Transport, WE in Education, WE in Telecom, WE in Security, WE in Ecommerce, Creation of women artisan's directories and promotion of Mahila Hat.

In addition to her role at FICCI, she has been a key board member of the Noida Women Entrepreneurs Association for the last 20 years. She helped promote a successful women's industrial park along with the UP Government, Mahila Udyami Park in Greater Noida in 1999.

Archana qualified with an MBA from the Indian Institute of Management, Ahmedabad, in the top 5% of her class with a merit scholarship.

She is one of India's leading quizzers. In 2001, she was the declared "Champion of Champions", by **BBC Mastermind** in India and in 2014 was on the "Triguni" expert panel of **Kaun Banega Crorepati** for many episodes.

Archana writes on retail, women's issues and history for newspapers and magazines. She is the author of the two volume "A History of India for Children" published by Hachette, which comprehensively covers the History of India from Prehistory to modern times. "The Women who ruled India" details the stories of 20 women who ruled in India, and is soon to be released.

She is on the Board of Trustees and Governing Body of I.P. College for Women, Delhi University.

In her business sphere, Archana Garodia Gupta also owns and runs a successful gems and jewellery business, which is a pioneer of Indian costume jewellery that caters to the growing middle class in India.

Touchstone has a Pan Indian retail presence, and also exports, primarily to USA and Europe.

Archana is widely travelled, both in her business capacity, and as a speaker in International conferences. She speaks many languages.

Introduction to FLO

FICCI is the largest and oldest apex business organization in India. Its members are leaders in the corporate sector, representing 2,50,000 companies. It is key in influencing and shaping business policy and articulating the voice of the private sector. As the premier women's business organization in the country, FLO has influenced National and State level policy regarding Women in Business. FLO has 14 branches Nationwide. FLO as an organization conducts research and development to understand factors that create long-range benefits for women. FLO also directly helps women through training and development.