

SHWETA SHALINI

A Life Journey of

Seva, Sangharsh

&

Swabhimaan

 @shweta_shalini

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Summary

Shweta Shalini is a Politician who is State Secretary of BJP and Advisor to Former Chief Minister of Maharashtra - Shri Devendra Fadnavis. She was previously the Spokesperson and also the State-incharge (Prabhari) of BJP Maharashtra North Indian Cell in addition to being a Committee Member at World Hindu Economic Forum. As a former Executive Director of VSTF a section 8 company of Government of Maharashtra chaired by Hon. Chief Minister, she worked towards transformation of 1000 villages into model villages. She is a Founder, Mentor, Investor and Chief Evangelist of Billennium Divas – a women-focused angel fund. She is also Advisor to Niti Aayog- the premier thinktank of Government of India. She is Chief Evangelist of Happiness India Project.



Early days

An outlier from start, Shweta Shalini is Mechanical Engineer from Army Institute of Technology and MBA from Symbiosis. The Corporate career which began with being the first woman in Atlas Copco. When she quit to startup a company, Atlas Copco had a disproportionately high number of women which continues to make a mark in the organization. Her Start-up was as remarkable as the success of her Corporate career. She was the Entrepreneur of the Year in 2011 and is today a proud owner of two IT Companies, a Start-up mentor and advisor and also a patron and funder to the Billennium Divas Angel Network.

Rural Transformation

Shweta Shalini is Former Executive Director of Village Social Transformation Foundation, a Section 8 company formed by the Government of Maharashtra. The Foundation chaired by the Chief Minister himself is tasked with transforming the 1000 backward villages in Maharashtra into Model Villages. The 1000 villages adopted by the Chief Minister would be an ambitious programme where major development parameters would be improved upon. The Mission has many prominent corporates as its partners namely TATA Foundation, Birla Foundation, Reliance Foundation, Mahindra Foundation, Jindal Foundation and others.



A photograph of a woman with long dark hair, wearing a dark top and a red sari, speaking at a podium. She is gesturing with her right hand. The background is a white wall with the NSE logo and other text. The image is framed by a green and orange border.

Women Empowerment

Women are half our population and backward. Discriminating policies holds back 50% of our population from contributing and being a substantial part of the nation. Shweta Shalini has always been a leader in guiding the women from all strata of life to take charge of their lives and progress. She helps women who want to become entrepreneurs in all ways- through ideas and support. This not only helps women to increase revenue in their own homes, but also the society. She works with www.storified.me which provides the women with a Platform thorough which they can enable themselves as an entrepreneur and provide them with a foundation to be glorified and connect with other women entrepreneurs. Storified.me reaches out the women entrepreneurs in the rural areas to train them. Platform is in process of setting up an e-commerce site for the Self-help groups.

A photograph of a woman with long dark hair, wearing a grey saree, speaking into a microphone. She is standing in front of a white wall with a circular logo featuring a stylized profile of a person's head. The background is a light beige color with some orange and green accents.

Startup Ecosystem Mentor

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Writings & Published works

Shweta Shalini is a published columnist and a sought-after speaker whose speeches, talks and panel discussions on wide range of subjects have been appreciated by the audience across various platforms. Her political writings have been noteworthy while her non-political writings in the prestigious "Entrepreneur" magazine regarding Entrepreneurship was appreciated by the Start-up community. She is also a regular contributor in the OpIndia platform where she had taken stand as a BJP Spokesperson explaining the position of her party on various political issues of the day. Her Article in the London based India Inc magazine pitched Maharashtra as the most favoured destination for the Start-up community due to the progressive policies of the State of Maharashtra.



Personal Life and Roots

Shweta Shalini born in Bihar is married to Ankush Tiwari in Ayodhya a well-known businessman in the field of IT and technology at Pune. Being a daughter of an army officer, she had travelled and frequently changed her schools across India. This journey made her understand India and its people, with army culture in her home she turned out to be a staunch nationalist. A mother to two sons she works round-the-clock with determination, dedication, discipline and devotion for the nation and BJP.



Spiritual Side

She helps Goshalas in instituting professional management processes to ensure that the Goshalas are well managed, the animals well cared for and providing sustainability Goshalas. On a spiritual side, She belonging to traditional Hindu society considers herself fortunate that her family belongs to one of the holiest city namely Ayodhya. River Sarayu runs by the ancient city of Ayodhya and holds significance for Hindus being the birth place of Lord Rama. Shweta Shalini was instrumental in setting up the Sarayu Aarti along the lines of the Ganga Aarti and is a member of the "Anjaneya Seva Sanstha" which runs the Maha Aarti on the banks of River Sarayu. She also drove the cleaning of the river banks and rejuvenating religious and tourist interest in the place to promote culture and tourism in Ayodhya.

Belief in Technology

At the personal level, she being a technocrat herself believes in the power of technology to usher in the change and bring the governance to the doorsteps of the masses. Her staunch nationalist progressive stance is aligned with the motto of the party leadership to always keep "Nation First, Party Second, Self Last". As a karyakarta of the party, as an Entrepreneur, as a mother – this is the selfless philosophy which continues to guide her in all her endeavours.

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Political War Room

Shweta Shalini as a BJP-Strategist has successfully led the BJP-war room, managed the Social-media campaign and propelled the party to success in many elections with the help of thousands of party workers and Volunteers.

Mukhyamantri Mitra

She has pushed for major initiatives like the “Mukhyamantri Mitra” wherein select citizens across the State were directly connected to the Office of Chief Minister. The focus was on Social Audit of Government services through these citizens.



Speaker Credentials

She is a much sought-after speaker on various forums, debates on political issues, matters concerning government policy and also in her capacity as an Official Spokesperson of the Bharatiya Janata Party (BJP) to place the BJP view in public on various aspects of the issues facing the nation.





Positions held over the years

- ✓ IT Cell Co-Convener
- ✓ BJP State Spokesperson
- ✓ BJP North Indian Cell Prabhami
- ✓ BJP Social Media Cell Prabhami
- ✓ State Secretary



Beliefs

She believes the nation can't prosper until the three underperforming segments i.e. Woman, Rural population and Youth are able to contribute more. Woman being about 50% population can take the nation to greater heights if empowered by the system. The Rural-Urban divide needs to be bridged in to bring the rural population upclose with the State so that their voice is adequately heard in the corridors of power. The Youth and its energy needs to be suitably channelised if the nation is to take advantage of the demographic dividend which the nation presents to itself.

Debate Panelist

She is a regular debate panelist on behalf of BJP Maharashtra and has appeared in all local and national news channels to put forth the official views of the party.





Awards and Recognition



- ✓ Entrepreneur of the Year 2011
- ✓ Digital Media excellence award 2017 by hands of Vijay Bhatkar.
- ✓ ICICI Bank recognised in Fund Your Own worth, Your Story.
- ✓ Cyber Suraksh India Award 2017
- ✓ Vithumauli Puraskar 2016.
- ✓ Adarsh Mahila Puraskar (Model women award) 2017.
- ✓ Rashtriya Gaurav Puraskar.
- ✓ Inspiring Indian Woman Award 2022.