
SUPER
WOMANPRENEURS
EDITION 2.0
JANUARY 2022
GROW STRONGER!
GROW TOGETHER!
It's time to rise and shine
Makeup Competition
CLOTHING CLONE
The Fashion Hub
Scrunchiefy
Quality hair ties
Rubina Qureshi
A woman's struggles for living
Sequence
~the ultimate stop
Cooking Competition
Startup Idols
Platform for budding entrepreneurs
KRESKO
Skin & Hair Care
Winning Wednesday Winners
December and January
New Year Contest
by Dr. Reshma Khan
Atoofa Khushnood
From a simple girl to a successful entrepreneur
Potography & Make-up Courtesy:
Sequence~the ultimate stop
SUPER WOMANPRENEURS

SUPER WOMANPRENEURS

OFFLINE MEET-UP 0.1

on the 31st of March 2022



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Make-up Competition

Organized by Super Womanpreneurs in association with Startup Idols & Clothing Clone



A successful Make-up Competition organized by Super Womanpreneurs – Grow Stronger! Grow Together!

The Competition was held on the 11th of December 2021 at the Dreamz Family Salon. There were 6 participants in total two of which became the first and second winners.

It was judged by Gulshan Banu a Model cum Make-up Artist and Preena Jaiswal a Make-up Artist.

The competition was blessed by the presence of Dr. Saminah Khan - an Educationist and Mrs. Aafreen Haque - Editor-in-chief at Akhbar-e-Mashriq.

First Prize Winner Shafquat Zaid got gift hampers from Ruxe Beauty, Cherry Merry - Home Bakery, Eve Beauty Care, Startup Idols and Techfee along with a trophy. Second Prize winner Neha Alam also received amazing gift hampers from our sponsors.

The event was a great success and was also covered in the Urdu newspaper, Akhbar-e-Mashriq.



FIRST WINNER
SHAFQUAT ZAID



SECOND WINNER
NEHA ALAM



SUPER WOMANPRENEUR

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Her Struggles for a Living

FROM A WIFE TO AN ENTREPRENEUR

Rubina Patel, a resident of Mumbai, a home-maker, is trying her best to meet her family expenses. Mother of a 7 years old & wife to a gym trainer, Rubina used to work in a shipping firm, having a good 10 years of working experience. Everything was good untill her health turned things upside down. Even after fighting a severe health issue, her will and determ-

THE HARDSHIPS SHE FACED

ination was not shaken. Her medical condition did not permit her to step out into polluted and crowded areas. Hence, she found another way of earning and supporting her family. Yes, the pandemic had hit the family hard, making their survival very difficult and tough. But Patel was not ready to lose. She came up with 'Rubi's Collection' her brand

HER MOTIVATON TOWARDS SUCCESS

dealing in immitation jewelleries, ladies bag and outfits. She started her brand in the year 2021 after getting this idea from Facebook. Indeed, social media can be a useful tool for many. She is trying very hard to run her business and meet her family needs. A strong and a hard-working woman, who's biggest motivation is her son.

"RUBINA PATEL„

Q&A: RUBINA PATEL

Rubina opens up about her struggles and health issues.

HOW HAS COVID-19 AFFECTED HER

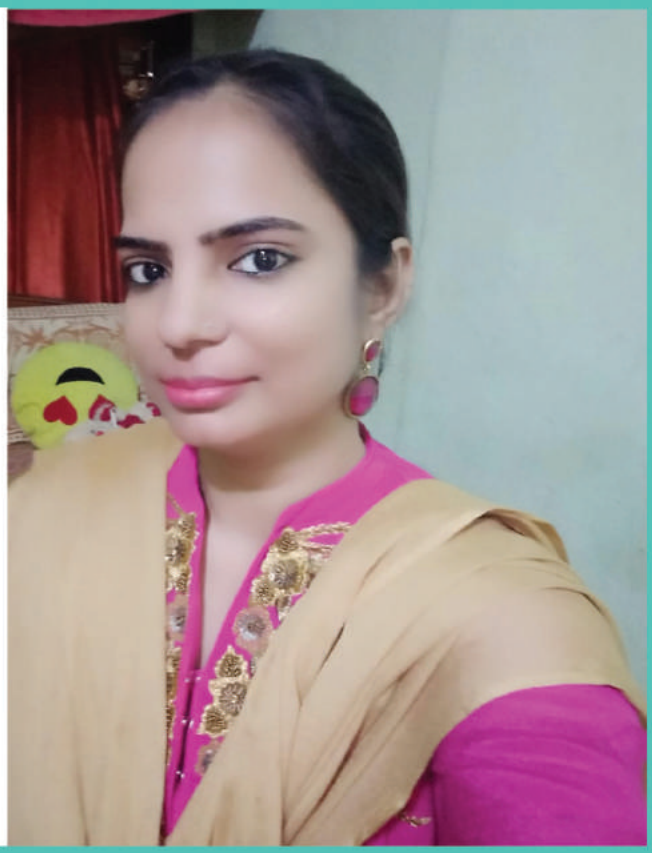
There was a huge impact on her husband's income due to all gyms being shut down during COVID.

HER REASON TO START WITH RUBI'S COLLECTION

A lot was spent on her illness which was unaffordable for her and has put her into debts.

HER SUGGESTION TO ASPIRING ENTREPERNEURS

Never give-up no matter what the situation be



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ATOOFA KHUSHNOOD: LIFE OF A WOMANPRENEUR

by SW Team
Photo by Sequence ~ the ultimate stop

Take a peek into a day in the life of budding entrepreneur, Atoofa Khushnood and how she manages things

"A kick is what motivates me to grow stronger and stronger." says Atoofa Khushnood, the Founder & CEO of Startup Idols, Clothing Clone and Super Womanpreneurs.

Atoofa did her schooling from Saifee Golden Jublee English Public School and graduated with honours in Journalism & Mass Communication from Rani Birla Girls' College.

She had always been confused regarding what she exactly wanted in life. As a child she wanted to be a teacher and a doctor, as a teenager she wanted to be a novelist. And as an adult she wants to be an entrepreneur, writer, exhibitor, journalist and more.

Her passion for computers, writing, designing, photography and more, gave birth to Startup Idols, an online platform to promote budding entrepreneurs by sharing their brand story, free of cost, founded on 1st October 2017. Later on

"A kick is what motivates me to grow stronger and stronger."

added services like Digital Marketing, Graphics Designing, Content Writing and Web Development.

After her wedding in July 2019, Ataf Khushnood Alam took birth on 22nd May 2020. Atoofa had always wanted a girl child and her wish was granted. With the birth of her daughter, new desires were born in her heart. The girl who had never stitched a handkerchief for herself, sat with her mother's sewing machine for hours with her c-section belly. Twinning with her daughter was Atoofa's most important task.

And one day she landed up at a boutique in Park Circus area to get a designer baby pink colour frilled gown made for herself and Ataf on her first birthday. But after a few months of taking up the project, she ditched her in the last moment by saying it was not possible to make it. And this was another kick for Atoofa. She not only made a better set of twinning dresses by herself but also got motivated to launch her new brand, Clothing Clone - The Fashion Hub specializing in Family Twinning Dresses.

Clothing Clone was founded on 1st October 2021, exactly 4 years after her first brand, Startup Idols. Nevertheless, Atoofa's life has always been full of hurdles when it came to her professional life. She was all set and excited about her boutique and gave the contract of her office interiors to an interior designing company. And after a few months, they left the work incomplete and vanished. This delay in getting her boutique ready gave Atoofa another kick to start with 'Super Womanpreneurs - Grow Stronger! Grow Together!' Waiting for her boutique to be ready, she was getting bored and thought of doing something fruitful for all the fellow female entrepreneurs.



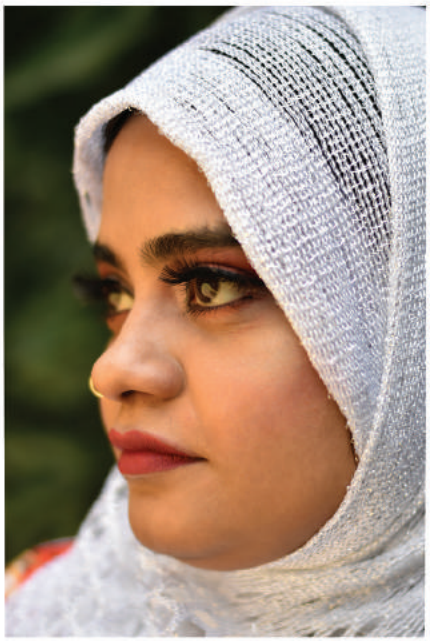
Though the Super Womanpreneurs WhatsApp Group was made in 2019, Khushnood thought of taking it on Facebook for a wider networking. Super Womanpreneurs expanded to Facebook on 7th of June 2021.

Her clothing brand is soon to start before this Eid-ul-Fitr and will soon be taking orders.



Not only this, soon after the success of Super Womanpreneurs' Facebook Group, Atoofa launched the Super Womanpreneurs Magazine in December 2021. She also organizes many online and offline meet-ups. Every Wednesday a contest named the 'Winning Wednesday Contest' is held in the group. On Sundays, people are invited to share or exchange things with each other by posting in the group. There are random giveaways from her at times to the members.

Despite everything, Atoofa doesn't share too much about her brands and services in the group. However, she thought it is important for people to know her background as well, hence we have this article up here in the Magazine to introduce Atoofa to her audience.



Atoofa runs a few website related to her business and a personal one too with the url www.startupidols.com. She is very active on social media like Facebook, Twitter, LinkedIn, Instagram and many more.

Mrs. Alam ends the conversation by saying, "Behind every successful man there is woman, goes the saying. But behind my success there is my man, my husband."



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OUR DECEMBER 2021 WINNERS:

Shahnaz Azhar Khan won the contest by From the closet of Azee

Atoofa Khushnood won the contest by Scrunchiefy

Shahnaz Azhar Khan won the contest by The Cake Zone

Shabina N Omar won the contest by From the closet of Azee

OUR JANUARY 2022 WINNERS:

Ayesha Zarine won the contest by Little Stars School

Shaizi Ahmed won the contest by Startup Idols

Saima Gulzar won the contest by Startup Idols

#Winning Wednesday Contest

A contest held every Wednesday by Super Womanpreneurs in the Facebook Group





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MOTHER-CHILD NON-FIRE COOKING COMPETITION

AT THE LITTLE STARS SCHOOL



1st Winner

Shama Faizan & Zeydan Jafri



Winning Food

Papdi Chaat & Banana Bites



2nd Winner

Shahina Banu & Reshma Khan



Launch of Super Womanpreneurs Magazine at the Mother-Child Non-Fire Cooking Competition

26th Dec 2021

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Super Womanpreneurs

ALL ABOUT WOMEN

SUPER WOMANPRENEURS

Super Womanpreneurs is a WhatsApp & Facebook Group founded by Atoofa Khushnood, a woman entrepreneur who is keen to help others grow, especially women.

The group focuses on women empowerment, support, promotion & encourages women to grow.

It is made solely for women and allows only females to join the group. Super Womanpreneurs is strictly against any religious, political or controversial discussion in the group. And is not responsible for any rumor or negativity spread by it's members in the society.

"Nothing can stop you from growing if you have the kind of determination a plant has, to simply grow out from any and every direction."

For advertising or queries contact

8017646124

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Coming soon!

EDITION 3.0

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