

Priya Kad (Chandorkar): Empowering Women Through WeRmore's Health Products Business

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From promoting women's health to creating income opportunities, Priya Kad's entrepreneurial journey with WeRmore Solutions reflects a commitment to women's financial independence.

Balancing family responsibilities with professional ambitions, Priya Kad (Chandorkar), a resident of Thane, Maharashtra, has been building her identity in the business world as a director of WeRmore Solutions Pvt. Ltd. Her work focuses on women's health-related products and creating opportunities for women to earn an income and move towards financial independence.

A Vision That Led to the Founding of WeRmore

Priya Kad co-founded WeRmore in 2019 with her brother, Vikas Gopal, who is known as the "Padman of Maharashtra." The company was established with a dual purpose: to make sanitary napkins accessible to women and to create opportunities for women to earn through the sale of these products.

The idea combined a women's health-related need with an entrepreneurial opportunity. By encouraging women to participate in product sales, the initiative aimed to help them generate income while contributing to their households' financial needs.

Creating Business Opportunities for Women

For many women who find it difficult to take up regular employment because of household and family responsibilities, flexible business opportunities can offer an alternative way to earn. WeRmore's approach enables women to begin by communicating with people they know, sharing product information and participating in sales.

According to information provided by the company, thousands of women have joined the initiative, gaining an opportunity to contribute financially to their families. The model is intended to make business participation more accessible, including for women who may not have previous entrepreneurial experience.

For these women, earning an income can help them contribute towards household expenses, support their children's education and meet personal needs. Beyond the financial contribution, participating in business can also help women develop confidence, communication skills and a stronger sense of personal identity.

Leadership Through Guidance and Coordination

As part of her role, Priya focuses on company management and coordination with women associated with the initiative. Her work includes explaining products, providing guidance and training, and understanding the challenges women

encounter while participating in the business.

Supporting women who are new to business requires patience, communication and encouragement. By helping them understand the work and find direction, Priya aims to make their participation more accessible and build their confidence.

The initiative's distinctive focus lies in connecting women's health-related products with opportunities for women to participate in economic activity. This approach brings together product awareness, business engagement and the broader goal of financial empowerment.

Balancing Family Responsibilities and Entrepreneurship

Priya's journey also highlights the effort involved in balancing family responsibilities with professional commitments. Her work demonstrates how women can pursue business leadership while remaining connected to their personal and family responsibilities.

During festivals such as Navratri, when women's strength and achievements are celebrated, her journey offers a meaningful example of combining a women-focused business with opportunities for economic participation.

Through WeRmore Solutions, Priya Kad continues to represent the idea that entrepreneurship can create opportunities not only for individual growth but also for other women seeking a path towards financial independence. Her journey serves as an encouraging example for women who aspire to build their own identity in business while helping others do the same.

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