

Women In Nutraceuticals Announces Global Liaison Appointment in India

*Rajat Mittal Shah takes inaugural volunteer leadership WIN role in India
Gender Equity on the agenda as
nutraceuticals industry commits to global
evolution*

MUMBAI, INDIA, June 13, 2023

/EINPresswire.com/ -- [Women In Nutraceuticals](#) (WIN), the non-profit spearheaded by a cohort of global nutraceutical leaders and advocates for gender parity in the industry, today announced the appointment of Rajat Mittal Shah, Global Liaison, India, marking the first official regional liaison outside of the United States of America.



Rajat Shah accepts WIN Global Liaison at Nutrifly C-Suite Summit

Shah, who is co-founder of India-based nutraceuticals company [Nutriventia](#), a wholly owned subsidiary of Inventia Healthcare, is acknowledged as one of the foremost industry leaders in India and whose impact and influence is felt across the global nutraceuticals industry.

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My vision is to foster a supportive and enriching environment for women at every stage of their careers, using mentorship and empowerment as key tools.”

*Rajat Mittal Shah, co-founder,
Nutriventia*

“We are thrilled to welcome Rajat to this role, with her appointment marking a significant milestone in Women In Nutraceuticals' commitment to empower women within the sector in the region,” said WIN President, Heather Granato, ahead of the official opening of the [Nutrifly C-Suite Summit](#) in Mumbai, June 8-9.

“India, with its rich heritage of traditional medicine systems like Ayurveda, is a powerful player in the nutraceuticals industry, expected to top US\$10 billion by 2026,” said Granato. “The appointment of Rajat as the Global Liaison in India reflects our recognition of the country's strategic importance and the need to support women across the supply chain in the region to unlock their personal and professional potential to achieve gender equity.”

WIN is a non-profit organisation supported by more than 20 volunteers, many at C-Suite level. Regional volunteers serve as the 'on the ground' expertise, identifying areas of unique opportunity to grow the organisation's presence in the region. Whilst there are some common issues related to women in leadership, science and business, across various regions, there are also significant differences in terms of the market constraints, cultural sensitivities and engagement approaches which require careful consideration and implementation.

"It's a 'cut, paste, customize' whereby we want our members to feel both a global connection to our mission, and the ability to connect and drive change at a more local level," said Granato. "We are sure that under Rajat's guidance, Women In Nutraceuticals will make a significant impact in empowering women in this rapidly growing sector," she concluded.

Upon the announcement of her WIN appointment, Shah said "it is an honour and a privilege to be appointed the Global Liaison, India for Women In Nutraceuticals. "My vision is to foster a supportive and enriching environment for women at every stage of their careers. From helping women break the glass ceiling in senior positions, to facilitating smooth transitions back into the workforce after childbirth, we will use mentorship and empowerment as key tools."

"I hope to leverage the immense potential of our female workforce to drive India's nutraceutical industry to new heights," Shah concluded.

For information about Women In Nutraceuticals in India, global WIN events, membership and sponsorship opportunities, mentoring opportunities, visit WomenInNutraceuticals.org.

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About Women In Nutraceuticals

Women In Nutraceuticals (WIN) is a 501c3 non-profit organization focused on unlocking the professional and personal potential of women. The organization is igniting a movement to build support for women across the nutraceutical supply chain to help increase the percentage of women holding leadership roles, funding for female-led businesses, and women's participation in research. Connect with WIN on LinkedIn.

The Women In Nutraceuticals Founding Board of Directors & Committee Members

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Global Liaison, India – Rajat Mittal Shah

#WomenInNutraceuticals #WIN2022 #WIN #womeninleadership #empowerher
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Board members are available for interviews; photos and bios may be accessed [here](#).

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