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**W-POWER**  
SELF-MADE WOMEN

Clockwise from left:  
**Deepti Sharma**, cricketer;  
**Ashwini Bhide**, MD,  
Mumbai Metro Rail  
Corporation; **Nandita  
Sinha**, CEO, Myntra; and  
(seated) **Kriti Sanon**, actor



# Designing Dreams – SAIJAL GOENKA's story of innovation and resilience

In a world where tradition often clashes with innovation, Saijal Goenka stands as a beacon of creativity and resilience. Saijal's journey into the world of design was not without its challenges. However, armed with determination and a passion for creativity, she forged her path, transforming obstacles into opportunities and redefining the landscape of home decor over the past 3 decades with her namesake brand Saijal Goenka.

Saijal has always had an inclination to art & a work ethic to back it, even banned from her school talent contest as a child for winning too much. She holds the belief that when you find your talent, you need to milk it- not just for business but for empowerment and self assurance. She saw a gap in the market that combined her love for artistry with an industry at the cusp of a boom and pursued a formal education in Interior Design and Decoration.

Undeterred by the constraints of the so-called societal norms she patiently pivoted her focus towards Home Decor Accessories. At a time where beautiful homes depended on the interior designer with access to traditional handicrafts or foreign brands, Saijal tapped her innate creativity towards bespoke, custom accent pieces that marry materials from across the world with indigenous craftsmanship. She carved out a niche in the industry, with clients commissioning her to create one-of-a-kind pieces for their homes. A flag bearer of the bespoke home decor movement, Saijal's clients call her designs the jewels of their homes.

Saijal's professional career is studded with glowing achievements, even her first ever project would be a milestone for most, designing Nita Ambani's twin's nursery with Varsha Desai. A celebrity go-to, you'll see her pieces in the halls of Antilla, as well as in the homes of Sri Devi, Shilpa Shetty and Rani Mukherjee. Featured in Architectural Digest, Better Homes, Vogue Living & Elle Decor she's set the standard for bespoke Indian design. She's created trends you might recognise in her experimental work with naked wood and crystal- giving structure and form and enhancing art to functionality.

Like so many other women, Saijal reached a crossroads where her life grew increasingly attached to others and her own dreams took a backseat to support those of her loved ones. But coming from a background where women empowerment was created, respected and encouraged, Saijal's entrepreneurial spirit remained unshaken. As a child she saw her own mother command respect as a fashion designer and her father's unwavering support of the same and realized glass ceilings were made to be shattered. She learned how to embrace the challenge head-on; donning many hats as she navigated the complexities of entrepreneurship in a joint family set up. From managing her burgeoning business to balancing family responsibilities, Saijal's unwavering commitment to her vision propelled her forward.

Saijal sought to revolutionize the Home Decor industry, introducing innovative designs that captivated audiences and set trends. Her unique approach to design garnered global acclaim and cemented her reputation as a trailblazer in the field of



**Saijal Goenka,**  
Founder, Saijal Goenka Home Decor

bespoke design. But where many creatives take a step back when they achieve critical success, Saijal only got more involved in the process. As principal designer and architect of the brand, each piece is designed, drafted and solely executed by her. She over commits and delivers more than she promises each time. To her, creativity has no boundaries and she focuses on pushing the limits of design instead of just cracking a market. She knows by creating pieces she loves, others will love them too.

To other women in business and design, Saijal's advice is to remember; while financial independence is key, money shouldn't be the only motivation that spearheads your dreams. She believes that irrespective of the excellence of your team you have to be vigilant for the responsibility of your own brand. And finally recognise the importance of failure and awareness. One needs to know what isn't working, drop it and move on.

Through her innovative approach and unwavering commitment to her craft, she has emerged as a force to be reckoned with in the world of design. Today, Saijal's legacy serves as a testament to the transformative power of creativity and empowerment. As she continues to inspire change and break barriers, her journey stands as a beacon of inspiration for women everywhere, reminding us that with determination and passion, anything is possible.