



MANJULA POOJA SHROFF
MANAGING DIRECTOR & CEO
KALOREX GROUP

Dr. Manjula Pooja Shroff, CEO of Kalorex Group, boasts 28 years in education. Overseeing 55 Kalorex institutions, educating 65,000+ students with 4,000 educators, her dedication extends to promoting #MPS (Mental, Physical, and Spiritual wellbeing) in her school, Schraffism. As a guide, mentor, and author, she collaborates closely with educators and parents to enhance societal well-being.



MY PASSION FOR EDUCATION WAS DEEPLY INGRAINED BECAUSE I UNDERSTOOD ITS TRANSFORMATIVE POWER

Women Entrepreneur **FROM GUJARAT**

MANJULA POOJA SHROFF
CATALYZING A RENAISSANCE
IN INDIA'S EDUCATIONAL
LANDSCAPE

Women leaders and entrepreneurs in the education sector are driving transformative change. Their diverse perspectives and empathetic leadership have fostered nurturing environments for both educators and students. Despite facing challenges, societal norms, biases, and barriers in male-dominated fields, they break barriers and inspire generations. With their tenacity and dedication, women leaders continue to play a pivotal role in shaping the future of education, making it more equitable and empowered future for learners worldwide.

Dr. Manjula Pooja Shroff, Managing Director & CEO of Kalorex Group, is one such luminary with 28 years in the field of education. She holds a postgraduate degree from Diksha University and executive alumni status from the Indian Institute of Management Ahmedabad and The London School of Economics and Political Science. Dr. Shroff oversees a network of 55 institutions under the Kalorex brand, educating more than 65,000 students and 4,000 educators. Hailing from the royal family of Odisha, her journey from regal beginnings to a life shaped by ordinary experiences and struggles inspires. Dr. Shroff's dedication extends to the #MPS (Mental, Physical, and Spiritual well-being) evident in her Schraffism school, where she nurtures physical, mental, and spiritual growth among followers. As a

guide, mentor, and author, she collaborates closely with educators and parents to enrich society's well-being. Her advisory role to the government, influencing education policies, underscores her commitment to a brighter, more inclusive future.

In an exclusive interaction with Women Entrepreneur, Dr. Manjula Pooja Shroff enlightens us more about her professional traits and sheds light on Kalorex Group.

What motivated you to venture into the field of education?

I come from a very privileged and conservative background, hailing from a princely state in Odisha. In my upbringing, education was traditionally seen as a means to secure a good marriage proposal for women. Men, on the other hand, were expected to focus on family businesses. Early in life, I realized that education wasn't merely a stepping stone; it was the destination. This realization took root in my own childhood, observing my mother and grandmother living behind the confines of purdah (seclusion). My passion for education was deeply ingrained because I understood its transformative power.

Throw some light on your prior industry experience and the key areas of expertise you have developed over the years.

In my prior industry experience, I immersed myself in financial services, real estate, and more. What I bring to the table from these experiences is a steadfast commitment to gender equality. In my view, true professionalism knows no gender boundaries, and I ardently advocate for this perspective. Moreover, my time in Delhi honed my problem-solving skills and instilled a laser focus on achieving goals. In the bustling Delhi environment, finding solutions took precedence over mere rhetoric. I am a results-driven individual who thrives on clear objectives and tangible outcomes. I'm inherently process-driven, bold in leadership, yet profoundly sensitive and empathetic. I possess a far-sighted vision that guides my every step.

Introduce us to Kalorex Group. Tell us about the various responsibilities you shoulder as the Managing Director & CEO.

Kalorex, a prominent educational conglomerate headquartered in Gujarat, is a leading force in India's education landscape. Its roots trace back to K-12 education, covering international, national, and state board curricula. The institution serves a diverse clientele, including privileged and underprivileged

students, as well as those with special learning needs. Evolving from its legacy K-12 focus, Kalorex expanded into preschools with numerous schools adopting its curriculum. Embracing the digital realm, Kalorex offers both on-campus and online education. As the MD, my core responsibilities encompass shaping the vision, devising growth strategies, revenue generation, and nurturing leadership, with a dual focus on external and internal facets, emphasizing robust human resource planning and capability building.

A leader you admire

A leader I greatly admire is APJ Abdul Kalam. I had the privilege to share a stage with him, and his humility, approachability, and unwavering dedication to education left a lasting impression. Leaders like him, in pivotal roles, elevate a nation. Abdul Kalam's legacy is one of immense inspiration.

Advice for aspiring women entrepreneurs

For aspiring women entrepreneurs, the journey isn't easy. You'll face doubts and initial challenges alone. Believe in your idea, be crucial. Learn diverse business aspects, embrace lifelong learning, adapt to challenges, and stand resilient. Starting isn't as simple as a job, but the rewards are worth it.

What are some of the most critical challenges you encounter as a leader in education? What steps do you undertake to overcome these roadblocks?

Navigating the ever-evolving landscape of regulations remains a foremost challenge in education. Adapting swiftly to new regulations, while maintaining a highly compliant approach, is paramount for Kalorex. Additionally, the intense scrutiny we face, both from the media and the public, necessitates a strong commitment to ethical conduct. Being a leader means staying ahead, and we do so by broadening our offerings, embracing innovation, and staying authentic to our core values. Our key focus lies in 'Teacher' and 'Technology' (the two Ts), believing that their synergy can revolutionize education. Kalorex stands at the vanguard, often setting industry trends with a forward-thinking, cutting-edge, and tech-savvy approach. Our journey is remarkable, and Kalorex continues to be an outstanding organization. www.kalorex.com