



**SHAMILA RAMJAWAN
(Founder/CEO/CoOwner)**

Shamila, a renowned marketing guru was employed in the Marketing and Communications Industry for over two decades. She occupied senior management roles in various organisations and also represented these organisations at Board level. She is a global awardee and speaker, who delivers inspiring workshops on youth development, particularly focusing on menstrual health and hygiene.

Her qualifications include:

- Public Relations Diploma (P.R.P) from the Pietermaritzburg Technical College,
- Marketing Diploma from Unisa,
- BTech Marketing degree from Unisa,
- MBA from Unisa Business School (SBL) in 2011 – her thesis was 2nd in the class of 2011,
- Management Development Programme (MDP) certificate from GIBS,
- Leadership Development Programme (LDP) certificate from the Standard Bank Global Leadership (GLC).
- “Published author.” Her book - “Marketing tools and strategies” was published in July 2013.
- Certificate through Unisa: Department of Psychology in 2015, in “Capacity Building’ focusing on rural areas.” – obtained distinctions.
- Doctoral Candidate (completion 2021).

This inspiring woman has two registered companies, Famram Solutions (marketing and communications solutions) and Famram Foundation (empowering, uplifting and providing CSI solutions enhancing socio-economic development).

Having worked with communities for over a decade, she realised there was a dire need to research the menstrual cup as a sustainable solution for menstruation because impoverished girls miss school for up to 7 days in a month. Early in 2016, she launched her own PrincessD Menstrual Cup which is cost-effective, eco-friendly and hygienic. To date she has changed the lives of thousands of school girls "keeping girls in school" project, having handed out/educated girls on menstrual hygiene in over 85 schools in South Africa through corporate funding.

She is a published author and has been featured in numerous publications worldwide. She launched a Facebook Public page in May 2016 and has over 60000 followers on her page where she showcases her writing skills/quotes. Therefore, her second book is based on her love for motivational writing where she has written over 300 quotes which will be published as a 'page a day' diary.

Shamila's journey has been one of consistently breaking barriers. As a young widow raising two children and taking many risks, she uses her inspiring life story to help individuals to unleash their true potential.

She is a dynamic and energetic person who continuously thinks out of the box and her purpose is to make a difference in peoples' lives. Her motto is "The sky's the limit, Dream Big".

Awards, Recognition and Accolades:

- Play Your Part Ambassador: Brand South Africa
- SACBW Woman of the Year Semi-finalist 2016
- Panache' Woman of Wonder Award 2016
- Women: Real Architects of Society Nominee: "Unsung Heroine" 2016
- Margaret Hirsch Woman in Business Achiever of the Year Finalist 2016/7
- Business Women's Association Nominee: Emerging Entrepreneur 2017
- Standard Bank Awards Nominee: Top Female Entrepreneur 2017
- OWAMI Women Awards Winner 2017
- National Business Awards Finalist: Top Performing Entrepreneur Year 2017
- Centre for Economic & Leadership Development (CELD) Nominee: Global Female Leadership Impact Award 2017 Dubai
- Centre for Economic & Leadership Development (CELD) Induction: Global Women Leaders Hall of Fame (GWLHOF) 2017 Dubai
- (SAMEAWS) Dubai-UAE 2017.
- Top 100 Women to Watch in Emerging Markets – 2018/2019
- Woman of Stature Awards Winner: Entrepreneur of the Year 2018
- Women Economic Forum (WEF) Global Awardee: Iconic Woman Creating a Better World for All 2018 New Delhi, India
- Paul Harris Fellow – Rotary Club Reservoir Hills (July 2018)
- Entrepreneur Magazine –50 To SA Business Women to Watch
- Ladies Of All Nations International (LOANI) – South African Ambassador Ladies Of All Nations International (LOANI) – Special Award in Morocco (Morocco 12-17 September 2018)
- Top 40 Honouree Steyn City, 7% Tribe Foundation
- Laureate - Woman in Africa (WIA) Entrepreneurship Programme 54 – Promotion 2018 (Honoured Morocco 23-30 September 2018) – Only South African, the other 53 women were from 53 other countries.
- National Business Awards Finalist Top Performing Entrepreneur 2018 (15 November 2018)
- Mrs Johannesburg 2019 (crowned on 17 November 2019)
- Elite Global Award as a Global ChangeMaker awarded in Delhi, India
- African Leadership Persons' of the Year and an induction into the CEO's Hall of Fame (2019)
- Humanitarian Award at the Miss India Gauteng Pageant (2019)
- Manager of the Year 2019 at the Black Management Forum Awards

Radio and TV Coverage:

- The Afternoon Express on SABC3
- Personal Profile on SABC2 - Bophelong
- Play Your Part Brand Ambassador Coverage – activation of PrincessD in Mpumalanga

- iTV – DSTV 156 – Personal Profile (Woman of Substance – Women's Month)
- DSTV 357 Dr T's Show Launch– Special Guest 14 February 2018
- London News Network – captured in Morocco (September 2018)
- Radio 702
- Metro FM
- SalaaMedia
- Megazone FM
- New Vision Radio
- Lotus FM
- PowerFM
- KayaFM
- Other Local Tertiary Radio Stations

Ambassador and Other:

- Play Your Part Ambassador for Brand South Africa (Current)
- Chairperson & Ambassador for South African Chapter - Ladies of All Nations International (LOANI)
- Member of South African Chapter – Women Economic Forum (WEF)
- Member of Lionesses of Africa
- Member Women in Africa (WIA)
- Member Woman of Stature (WOS)
- Judge: Miss India Gauteng – Durban (July 2018)
- Judge: Mrs Cape Town – Cape Town (August 2018)
- Judge: Miss India/Mrs India – New Delhi India (19 November 2018)
- Judge: Miss India South Africa /Mrs India South Africa Empress – Durban, South Africa (1 December 2018)
- Speaker: The 5th South America-Africa-Middle East-Asia Women Summit (Dubai) - The Transformational CEO's Panel Discussion
- Speaker: Women Economic Forum (WEF) Personal Branding (New Delhi, India).
- Panelist: CPSI (Government Component: Centre for Public Service Innovation) 12th Public Sector INNOVATION Conference. Partnering for an Agile and a Renewed Public Sector through Innovation – Cape Town 29-30 August 2018)

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