

## **City Gym**

Cheryl Kire Achumi, who has punched all odds associated with the deadly disease and has embarked on the journey of entrepreneurship.

Born and brought up in Dimapur, Cheryl pursued a course in Hospitality Management and later obtained a Bachelors degree in English.

Everything was perfect and life seemed beautiful until Cheryl was informed of been diagnosed with cancer. She had to undergo 3 clinical operations, 6 rounds of chemotherapy and 15 rounds of radiotherapy, this lead to weight gain. The lack of proper amenities in gyms situated in Dimapur or trainers left her for working-out at home under the supervision of her husband Abraham Botoking – a banker by profession as well as a certified personal fitness trainer.

Cheryl along with her banker husband, enrolled in a diploma course associated with sports nutrition, physical exercise, fitness and personal training in 2015.

A year later after been awarded with her certification, Cheryl established her own fitness centre called the 'City Gym' in 2016. City Gym became the first-ever gym in the city with a dedicated 'women's fitness section'.

At the Economic Empowerment of Women Entrepreneurs and Start-ups by Women (Project Her&Now) programme by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. Cheryl projected her business expansion plan, as well as on financial management skills, thereby providing linkages to financial assistance through the mission.

It is pertinent to mention that 'Her&Now' have been constantly supporting aspiring and existing women entrepreneurs across the nation.

Based on the experiences of several pilot programmes, the project works together with the Ministry of Skill Development and Entrepreneurship (MoSDE) and state-level institutions on designing gender-sensitive government support schemes for such women-led enterprises.