

Baisa



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"Baisa is a popular term used in most parts of Rajasthan state in India, to address a girl or woman respectfully. To put it simply, Baisa is a woman of respect, power and authority. We take that meaning and extend it into the concept called Baisa to refer to the contemporary woman who is redefining what being a woman means in the modern world and she is doing it with complete control, on her own terms and with absolute panache. "

For more details, please visit <https://www.indiabusinessstoday.in/detail/baisa-jaipur-554211>
