

THE INDIAN ACHIEVER'S CLUB

40 UNDER 40

INDIAN ACHIEVERS

2020





We take this opportunity to Thank our Beloved Environment Minister **Hon. Shri Aditya Thackeray** for supporting us in our Dream Project of planting 75 lakh trees in Mumbai Metropolitan Region celebrating the 75th Year of Indian independence.

Thanks to the Forest Department of Maharashtra for facilitating our Plantation Drive and **The Rotary Club of Dahanu** to help us Plant trees.

All the Members at **The Indian Achiever's Club** together would join this initiative and we will continue to create many such opportunities which will enable non-members to participate in the Mega Plantation Drive.

We together shall ensure we fight Climate Change and make Mumbai a better place to live.

Please spread the message with your friends to plant trees online on **www.eplantations.in**

Special thanks to



Environment Minister
Hon. Shri Aditya Thackeray



Forest Department of Maharashtra



Dist : 3140

Rotary Club of Dahanu



ABOUT

Established in 1966 as Sahitya Bharti Trust, was then one of the biggest networking and socialising clubs in the city. The Trust was a collaborative effort by three aspiring entrepreneurs – Shri Shirish Mehta, Shri Jaivadan Takhtawala and Shri R.R Sheth, who translated the concept of networking clubs by having over 5000 members at once. The sole idea behind initiating this club was networking for businessmen and professionals to help them bring out better thoughts and strategies which in turn helped them to do better socially as well as professionally.

Today 54 years later, a team of like-minded new age entrepreneurs and professionals have come together giving a modern facelift to the networking club. This 2.0 version of the club is taking all the activities online, making available for it's members who are spread across various regions of India and abroad. The initiative is in its new avatar with a modern approach, while keeping the ideology of appreciating the achievers in the society. We call the organisation – The Indian Achiever's Club.

Chaired by Harsh Vaidya an ecopreneur by profession with over 15 years of experience in brand communication and entrepreneurship, the organisation has a managing committee which includes a team of highly experienced entrepreneurs, strategists, professionals and experts in the field of creativity.

The main purpose of the club is to recognize the efforts of achievers, who have sailed through numerous social baisses and today have established themselves in their respective fields. The club has come up with various initiatives which will bring the unsung achievers from around the country on a platform, where they can share their journey in front of the world.



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THE INDIAN ACHIEVER'S CLUB



ANINDITA CHATTERJEE
CHIEF MARKETING OFFICER
& WORLD TRAVELLER
TRAVEL CHATTER



ABHISHEK SHAH
WRITER,
DIRECTOR,
PRODUCER



ADITI LIMAYE KAMAT
CHEF CELEBRITY
& RESTAURATEUR



AMARJEET KAUR
COMMUNICATIONS
& PR HEAD
POONAWALLA FINANCE



ANISHA YESHWANT
EDITORIAL WRITER
& LUXURY CONSULTANT



ANURIT KANTI
DEPUTY MANAGER
SUSTAINABILITY
RENEW POWER



BINDU SUBRAMANIYAN
SINGER, SONGWRITER,
MUSIC EDUCATOR
& ENTREPRENEUR



CHAITASY MEHTA
MEDICAL DIRECTOR
ZYDUS HOSPITAL



CYRUS DASTUR
CO-FOUNDER
BOMBAY SOCK CO.



DIMPLE JANGDA
HEALTH ENTREPRENEUR
PRANA HEALTHCARE
CENTRE



DIVYA PALAT
PRODUCER,
DIRECTOR &
CONTENT CREATOR



HEENA MINOCHA
ARTIST & BUSINESS
CONSULTANT
HINCHOO



LUCKY SURANA
DIRECTOR &
DIGITAL
EDUCATIONIST
SPECIFIC ALLOYS



MANISH GANDHI
DIRECTOR
ABEC EXHIBITIONS
AND CONFERENCES



MALIKA SADANI
FOUNDER AND CEO
THE MOMS CO.



MAYANK SINGHVI
MANAGING DIRECTOR
& CO HEAD -
INVESTMENT BANKING



MEGHA SHARMA
ENTREPRENEUR
TOOGLE TRAVEL



NIHARIKA ARORA
SENIOR SOFTWARE
ENGINEER
ANDROID APPS



NISHANT PATEL
ENTREPRENEUR
FMCG, TRAVEL
& SOFTWARE



NITIKA SONKHIYA
FOUNDER
ONEarth



PARTH THAKKAR
MUSIC COMPOSER
& SINGER



RAHUL MISHRA
HEAD OF MARKETING
& COMMUNICATIONS
SHEMAROO ENTERTAINMENT



RASHI GUPTA
DENTIST
& ADMINISTRATOR



RITESH TULSIAN
CONSULTANT CHEF
& WORKING PARTNER
HSC GLOBAL CORP



RITU GORAI
FOUNDER
JAMM'S NETWORK



PARICHER TAVARIA
MEDIA
PROFESSIONAL



ROJITA TIWARI
FOUNDER
& DRINKS COACH
DRINKS & DESTINATIONS



POOJA PUNJABI
VOICE ARTIST
& ENTREPRENEUR
POTBELLY AUDIO



SALIL ACHARYA
RJ, VJ, PODCASTER
& ACTOR



SATPAL WALIA
FOUNDER & CORPORATE
MUSIC TRAINING
STRESS BUSTER MUSIC



SHIVAANI SEN
DIRECTOR
ZYTECH SOLAR
& MASTER OF
CEREMONIES



SHRADHA MAHESHWARI
NEUROSURGEON
DR. R. N. COOPER
HOSPITAL



SHRADHA VYAS
FOUNDER
CARPEDIEM EVENTS



SUCHITRA MALAVIYA
VP, SALES
TEMASYS



RASHI S NARANG
FOUNDER
& CREATIVE DIRECTOR
HEADS UP FOR TAILS



SUJAY JAIRAJ
ENTREPRENEUR
& EDUCATION ICON
GOLDEN CHEMICALS
& MAX EDUSOL



TWINKLE SAWLANI
CHOCOLATIER
& COMMUNITY ENABLER
RICH CHOCOLATIER



VARUN RAHEJA
DIRECTOR
RAHEJA SOLAR FOOD
PROCESSING



VIGNESH SHANBHAG
FOUNDER
PROJECT RED



VINAMRA AGRAWAL
CHIEF CREATIVE
OFFICER
BRANDHERO.IN



ANINDITA CHATTERJEE

CHIEF MARKETING OFFICER & WORLD TRAVELLER
TRAVEL CHATTER

Globetrotter, traveler, influencer and a marketing head

Successfully founded an NGO with her mother

16 years of work experience as a corporate leader in marketing

Travelled to 65 countries while having a full time job, Was live on Radio One FM 94.3 on my travel tales throughout the world

Is a speaker in TOSB - The Outstanding Speaker's Bureau

Has been interviewed and featured by lots of platforms like ShethepeopleTV, Eatmynews, AIESEC Global conference and many more

Been featured in Economic Times/Verve Magazine, Yatra magazine etc.



Anindita has pledged to
grow trees and help protect our mother earth

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📷 @travel.chatter ☎ 9867697857

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a travel content creator/influencer from Mumbai known as Travel Chatter. I am a super passionate traveler. My adventures across the globe have taken me to 67 countries. I am now sitting on a treasure trove of experiences and a million stories to tell the world.

Right from landing up in Cyprus with a handwritten visa to jumping off high cliffs into roaring waterfalls in Costa Rica to fishing and eating piranhas in the Amazon Forest to lava cave trekking in Iceland to riding a scooty solo on the Portugal coastline to climbing up the rainbow mountain in Peru to meeting mountain Gorillas in Uganda to trekking a glacier solo in Patagonia, Argentina to sitting at the bottom of the sea in Malta - I have done it all and it's been an adventure of a lifetime!

For a living, I have worked in companies like Unilever, Welspun and Rentokil PCI as their Chief Marketing Officer. I have managed to follow my passion for travel despite being in a corporate leadership role.

WHAT MOTIVATES YOU TO WORK?

Motivating people to chase their dreams, sharing the life lessons I learnt from travelling to 67 countries and encouraging women to become independent and travel solo.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The biggest gratification of working in this industry is when I have a stranger walk up to me and ask me "Are You Travel Chatter" and then they are all excited and start telling me about how happy my content makes them and that they are always looking forward to my stories. It fills my heart with contentment.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

My affinity towards all things philanthropic. I run an NGO in Kolkata with my parents called Anubhab Foundation for the last 15 years. It's a day school for 50 street children. Our aim is to educate these kids and make them self-reliant so that they can earn a living for themselves rather than begging on the streets. We also organise health camps, cultural programmes, celebrate festivals and donate groceries and other essentials to them. It's magical when you do things that bring a smile to the faces of these kids.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

In order to be a meaningful and travel influencer, I need to be real/authentic and I need to be a people's person which comes quite naturally to me. Also when it comes to creating travel content for Travel Chatter, I need to be very customer focused. I always put my viewer/customer/follower in the heart of everything that I do. Whatever content I create should be inspiring and motivating and add some value to their lives.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Animals! I love dogs and I am a mother to two dogs. One of them is a street dog who I adopted from the streets since she was left to die. I want to soon be able to open an animal shelter where I can take care of all the street dogs/cats.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Travel and hospitality have been hit the worst during the pandemic but hopefully things will look up soon. Domestic travel has already opened and people have started travelling. Post pandemic it will take a while for people to start travelling the way they used to. They will be very cautious and alert about everything around them. Going forward, in the near future, it's going to be more about slow travel, road trips before travel kicks off like how it was pre pandemic. The travel industry needs to embed one key emotion in the minds of the consumers and that is trust. Once people know they are safe, they will travel.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The entry barrier to become an influencer is really low and hence there are just too many influencers out there. There is a lot of noise on social media and the biggest challenge is to cut the clutter and stand out.

I have always followed my passion of travelling the world despite having a full-time job. Being in a corporate leadership role and figuring out a way to balance my profession and passion was my biggest challenge but I have mastered it by now.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

After all the experiences that I have had travelling across the world, the word "cannot" doesn't exist in my dictionary anymore. I would highly recommend all of you to expand your horizon and push yourself out of your comfort zone. Always remember, the only person you are destined to become is the person you decide to be. Here's to having dreams and living them!

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Travel Chatter hopes to make a difference in the lives of every individual and make this world a kinder and happier place. I hope to reach out to a much wider audience and inspire positivity in everyone. My future plans is to open a travel company where I curate special offbeat and unique holidays for people across the world.



ABHISHEK SHAH

WRITER, DIRECTOR, PRODUCER

He is the writer, director, and co-producer of 'Hellaro', the first-ever Gujarati film which has won the National Award for 'Best Feature Film' in the history of Cinema.

📷 @abhishekshah29 📞 9099039319



*Abhishek has pledged to
grow trees and help protect our mother earth*

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Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Born and Brought up in Ahmedabad, have done first performance of my life when I was 7 years old on stage, I have done a monologue in a competition which was 10 min long and in Urdu language and I won that competition, that was the starting of my journey, then I have done many performances in school and college. And then in 2000 I started doing theatre main stream and in that year I have written and directed 10min street play for youth festival I was 18 years old, I have done theatre with Saumya Joshi, Hiren Gandhi, and Raajoo Barot, and I learned a lot from there so it was 7-8 years constant theatre journey.

I have done BSc in mathematics and done PG diploma in mass communication. During those time I sincerely done theatre majority of tym I have done acting in that.

WHAT MOTIVATES YOU TO WORK?

My inclination towards art makes me to get up every morning and work, So I have great inclination towards theatre and cinema genetically my father use to do theatre and he also loved cinema a lot. My love for creating things makes me get up in the morning.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

There is nothing I don't like about the Industry, I do like working in the industry because it gives me creative fly, it gives me a group which allows me create world, and gives me creative liberty.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

The answer is my dark humour.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I wanted to be the person to whom I can love and like a lot. First 3 things which are important to get success – Passion, Hardwork & Dedication and know your self first which is very important to get success in this industry.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

First is human physiology, second is the contact indian music of 50's and 60's and third is cricket.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

So I don't have any problems to mentions over here as I am not facing any problem, as a Gujarati film maker we all are facing one genuine issue as Gujarati audience is not ready to watch Gujarati films because every one have a specific budget and time span to spend on cinema in every month or every week and they only want to watch films with big star and Hindi cinema so it is quite difficult to reach out to masses and audience because people are not aware about the many of its and they are not motivated to watch films in Gujarati industry.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Follow ur passion, hard work and follow your dream.



ADITI LIMAYE KAMAT

CHEF & RESTAURATEUR

OPEN HOUSE CAFE & BAR

Her new brand - Kitchen Stories is a woman empowered enterprise that helps common man balance between Indian spices & international recipes

Young chefs award by TIMES group, Young Achievers award, Sakhi of the year by Loksatta

Guest editor for Kalnirnay Swadisht Calander on recipes

Celebrity chef for Saamna Newspaper and Loksatta with her recipes under "taste from waste & cooking made easy at home"

Has been a part of the cooking show Mehwani Paripurna Kitchen for over 600 episodes

Curated menus for celebrities

📷 @aditilk 📞 9820297705



Aditi has pledged to grow trees and help protect our mother earth

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Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I like to introduce myself as a chef entrepreneur. Having started my career with The Oberoi in 2005, there I was able to work on the fundamentals of cooking from some of the industry stalwarts.

From there I moved to work at many of Mumbai's Famous stand-alone restaurants like Indigo restaurant, Olive bar & kitchen, Zenzi since working in such places teaches you more than a well oil 5-star hotel. This helped add to my entrepreneurial drive and I opened my first baby 11 years ago called Home Chef!

My team and partners have seen many ups & downs but each has only added to my learning experience.

WHAT MOTIVATES YOU TO WORK?

I have such inspirations to look up to in my own home, Be it my father or Father in Law both of who have done so much from humble beginnings. Hence I have got a ready platform that I want to use to make my own mark on people's lives. I greatly enjoy going on many shows and events which promote Women Entrepreneurs and guide many to set up their business. So many people don't think thru their plan and need a sounding board and I'm more Ethan happy meeting these people with fresh ideas. It gets me also thinking and updated while helping them with the fundamentals of business.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

I'm very proud to say in my own small way I've helped make many big social impacts. Being the First Girl Pub and Café Owner of Mumbai and maybe even India. When I started Open House it changed the perception of Dadarkars who would tend to have a very poor misconception of what it was to be a Regular Neighbourhood Drinking Hole. It was difficult at first but I was in for a pleasant shock when I would see groups of Grannies come and share a pitcher of beer like they would with their grandchildren abroad and the fact that they felt safe to come to my pub since it was a girl running it. Such things changed many people's attitudes to enjoy responsibility. These things are more satisfying than any number profit.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I'm an open person and like to enjoy myself and work just as seriously. I love my pets Pugli, Bubli, and mischievous Pedha. Friends & family mean the world to me.

I enjoy my various blends of Coffee also and it's all on my profile. So there's not much left that people haven't asked or I've not shared on my Instagram or FaceBook.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

One has to be the focus and stick to the industry. There is a lot of opportunities but you have to stick to the letter like a postage stamp till you reach the address. Many get disheartened and leave midway. If you're going wrong recalibrate quickly. This is something many don't do and by the time they want to turn things in, it might be too late.

There is no type of person that you need to be. As long as you are doing something that makes you happy, you will attract like-minded customers who will then become your fan. If you try to please all then you end up pleasing no one.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

When I'm not cooking, I'm mostly spending time with my pets. I'm an avid dog lover and have three dogs - Pugli (Pug 13 yrs) Bubli (German Shepard 4 yrs) and Pedha (Lab 1.5 yrs) beside an African grey parrot (Johnny 8 months) whom I'm teaching how to talk.

The lockdown has made me get back to art! spending hours, be it painting or making home decors from old waste, is what I love doing in my free time, I love riding my bullet, and I'm looking forward to going on a long ride!



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

It's been very challenging on so many for our industry. Bank Loans, Rents, Labour Challenges and so much more! But it came to all and each has to handle based on their own challenges.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The biggest challenge today is committed manpower. This pandemic has sent a maximum workforce to their home towns and they have found newer avenues for their earning that's closer to home. It is difficult to get semi skilled labor and this makes our staff turn over very high. Rentals is another challenge that we face and it eats up most profits.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Challenges in life are in everything we do. Even if you're relaxing and have nothing to do you have a challenge what to select on Netflix. So with everything in life you have to have motivation. Just like a binge-watching serial that we focus and complete, in the same manner in your task one has to focus and achieve that goal and don't stop till you do it completely. This actually applies to any industry and anyone!

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I'm currently working on some very interesting things right now. One of the things is my Website for my brand "Kitchen Stories" which has my various food products. Our Vegan and Gluten-free products are gourmet but not heavy on the pocket so one can use them for regular eating, unlike many fancy foods which are difficult to use daily at times.

Also, our guilt-free range of snacks is very interesting which I am taking forward. I've already been selling in bulk to quite a few clients so the feedback has been excellent as I've received many repeat orders from them.

Most exciting is using my expertise to set up & open a couple of outlets for two budding entrepreneurs who will open in the next 4 to 5 months. While it will be their brand I get the satisfaction to work with them to open something new. Then handhold them and they will take it forward.

However, my main focus remains on Home Chef and updating its menu from time to time. In the pipeline is opening multiple kitchens so that our food can reach pan Mumbai.



AMARJEET KAUR

HEAD - COMMUNICATIONS & PR
POONAWALLA FINANCE

Successfully launched Berok Zindagi PR campaign in Cipla -the first conducted campaign in Cipla with celebrity and creating a great social hype around it

Make of Cipla PR since initiation - 2013

PR for AD/Digital films on therapy & disease awareness -
First ever in Cipla

SME Dialogue page in ICICI Bank once in a week in
Economic Times

📷 @luvuzindagi 📞 9820442167



*Amarjeet Kaur has pledged to
grow trees and help protect our mother earth*

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Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

18 plus years of experience in Corporate Communications & Brand management, Public Relations & Social Media management, Online Reputation management, New Product Launches, Advertising & Media management & Integrated Marketing Communication in Finance & Pharma industry.

The role has evolved from Corporate priorities and Communication objectives through Reputation management, Stakeholder management, Corporate Brand Management & Brand visibility programs, Integrated External & internal communication strategy supporting organizational roles to Advocacy communication strategy and thus bridging the gap between community & policy makers

WHAT MOTIVATES YOU TO WORK?

Each of us respond to different drives and motivations, but there are many drives we can choose from that not only make our careers more fruitful but also more enjoyable. We have to find the correct motivations to go out and make these opportunities happen.

Initially, the main thing as the worthiest motivating force inspiring us to work hard is Money. Making money is a noble and necessary motivation which directs us into our careers and motivates us to stay in them...



...Secondly Responsibility – Our career may be stressful, but being irresponsible is even more stressful. When we are irresponsible, we dig ourselves into holes that are impossible to get out of; whereas, when we have a solid career and sense of responsibility, we trust we can pull ourselves out of just about anything financially. Being responsible brings us to a sense of balance, feelings of success, motivation and self-trust.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Work-Life Balance. I love that I have a great degree of control and freedom within my job.

Autonomy. I like the autonomy I have because my bosses allow me to innovate & experiment.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

As a person I am Loyal, Aggressive, Emotional, Friendly, Reliable, Responsible & Confident.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Creative & Analytic thinking, Media relations, Project prioritization, Team Handling, Adaptable & Flexible, Ethical working.

Firstly, step out of job history box and consider transitioning in different industries as a skill, which is transferable. Been a commerce graduate, it took me a leap to shift from a Finance industry to Pharma industry. And secondly stick around long to actually learn something.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

One area that I'm passionate about is self-development and self-improvement in my personal life. I am always looking to challenge myself and learn new things.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Operational, workforce and supply chain disruptions could trigger financial reporting implications in current and future reporting periods...



..Social distancing generates a boost in digital media – video and music streaming and downloads, as well as online publications.

A sudden or prolonged economic downturn will likely lead to companies to consider significant budget cuts to eliminate discretionary spending.

Remote work, online education and social distancing will create demand for products and services delivered by this industry.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Constant Communication Overload & Communication Without Context.

Budget restrictions & use of Jargons is a common pain-point in many organizations.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

I learned that keeping cool head during confrontation is a must and that arguing back with anyone in a professional or a personal setting doesn't help solve anything. In the end it's just a matter of keeping a clear mind & a right demeanor

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Goals give us something meaningful to focus on & and remain consistent about. I aim to be happier & have a Go - Getter approach in any profile. In any leadership role one has to be positive, be consistent & accept criticism. Hard work always pays off...Just don't forget to have fun at the end of the day.

I pride myself in being flexible and adaptable. I think the best way of planning for the future is to make the most of the present.



ANISHA YESHWANT

Heading govt. Financial and Banks projects, Editorial Contributor, Luxury Consultant

Solely managed completion of major International CBS and Loan Management projects for government institutions as well as reputed private banks

Applauded by the clients (TATA Sons, RBL, Barclays, MUDRA/SIDBI) for successful and timely execution of Projects

Achieved 2 diplomas- Fashion Journalism for Print from London school of Fashion, as well as Online course on Management of Luxury Companies

Have worked on projects at prestigious publications like Elle

 @aninitiative  7506610027



*Anisha has pledged to
grow trees and help protect our mother earth*

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Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

My career has been on a trajectory in the past few years – both vertically and Lateral. From starting from the grass root level at renowned companies nevertheless, I have made the jump to upper management steadily, with involvement of HNI clients and International corporate set-ups.

Fresh off the boat with an engineering degree , I found my initial bearings at Reliance Infocomm and then following it up with stellar repertoire working for companies such as , IHCL (Taj Group of Hotels), Royal Bank of Scotland, Tata Consultancy Services. I have collaborated for projects for clients as versatile as Tata Sons, Barclays, Lnt finance to name a few.

The last few years I have rooted my niche in finance, handling important projects for MUDRA that is directly under the tutelage of the Prime Minister's Office as well as re-launch of the Axis Bank Securities Trading worldwide. I have been acclaimed for the work I have done and won accolades alike.

I have had the good fortune to engage in social work initiatives and NGO(s) and be honored with certificate of appreciation for exemplary work for the teaching initiative for the visually disabled.



I have also worked for an NGO that empowered women from financially deficit background by training them in Life skills and enabling recruitment. I have lent my support to other social causes and initiatives over the years and promoted their reach.

A planned sabbatical taken, a few years ago, from my corporate job, saw me completing a course In Fashion Journalism for Print from London School of Fashion. , I worked as an editorial contributor and did projects for lifestyle magazines and also head production design for short films.

Currently managing some prestigious banking projects, I am strengthening my arsenal with a management certification in Luxury Management. I plan to venture into the world of Luxury and style Entrepreneurship next, in addition to my corporate job stint.

WHAT MOTIVATES YOU TO WORK?

I am driven by a single thought cell mantra of "Being the BEST Version" of myself.

WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

I would like to highlight my stint in the field of Social work, which is a reward in itself. Anyone who would like to take it up committedly, I would assure you that the benefits supersede the efforts in multitude.

Presentation of self is a major pro in my path of career. One learns how to interact with people and dignitaries from various walks of life and leave an impact, both in terms of appearance and communication.

Another boon is being able to travel while working and one gets to gain knowledge about how international economies and sectors function, in depth.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am an aficionado of things that are simple but of outstanding quality. I love classics, whether they are in the realm of Literature, style trends, movies, art or any aesthetics. I have the knack of making or leaving anything more beautiful than it already was. I love assembling in a harmonious manner, so it makes a lovely ensemble. An extension of that would be my liking for vintage.



WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Assertation skills and a meticulous sense of planning are paramount to succeeding in this career. One has to do their due diligence well.

It's always good to be self-actualized, since there are times you have to be a one person army and there are times you have to be a team player , in an equally effective capacity.

Although this one is tricky, its beneficial to work up a presence. And be a natural in interacting with people from various walks of life and leave an impact, both in terms of appearance and communication.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am and always was, perennially passionate about books and the art of Reading. Books occupy an important place in my life, and equally in my room.

I also have a penchant for knowing the history or origin stories of interesting things.

I have completed a basic course in rifle shooting from the prestigious MRA and hence do find target shooting sports fascinating to watch.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

It's a divided market. There are some verticals that are doing as good as pre-pandemic and come through and there are a few that have to find their bearings post the pandemic aftermath. The global economy and the job market seem to take a hit , but with the acknowledgment of the new normal and people heading back to work patterns as earlier, the industry is now resembling its earlier glory. However, with the travel prospects being sparse, the international projects seems to be affected the most.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Sometimes working in such a traditionalist profession, where most work culture and vibe is clockwork, its easy to lose one's individuality or find it difficult to take a stance and make decisions that would not be unanimously agreed upon. One of the most challenging part was being my authentic self and not be a sellout and still be successful.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Find your sense of purpose and perspective. Approach any situation in life in tandem with that perspective. Once you can achieve this, you can find a method for everything, even in this chaotic unpredictable era we are living in.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

My future plans include, but not limited to, starting a consultancy pertaining to all things related to luxury and lifestyle.

I also envision myself as a philanthropist and contributing to humanity and environmental causes.

Since immersion into the cultural aspect of various places around the world is something that piques my interest, I plan to visit places with intrinsic historic value, spiritual tales and artistic pursuits to offer.



ANURIT KANTI

DEPUTY MANAGER- SUSTAINABILITY

RENEW POWER

Complementing the work of the Chief Sustainability Officer, in India's largest clean energy company

Coordinating and Liasoning with World Economic Forum for WEF 2019, Davos on behalf of ReNew Power leadership

Covered the CleanEquity Monaco 2018 Conference in Fairmont Monte Carlo in Monaco (March 2018)

Authored a research paper on "A Critical Analysis of Carbon Trading and its Limitations and Drawbacks" (July 2013) and on "Contingent Valuation Method: A Critical Analysis" (July 2014) Published over 300 articles/stories/ interviews

Awarded "Young Environmental Journalist of the Year" at the Asian Environmental Journalism Awards by the Singapore Environmental Council

📷 anuritkanti

☎ 9920190905



Anurit has pledged to
grow trees and help protect our mother earth

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am currently a sustainability professional in India's leading renewable energy company, where I have won various internal awards for my contribution to the company. Other than spearheading the sustainability agenda of the company, I also have a support role in the communications and CSR agenda of the company, which I support through research, content-writing and leading various thought-leadership engagements. I also lead the global internship program of my company, liasoning with various top universities for varied engagements. I was previously an international award-winning environment journalist, having written over 350 articles in little more than a year for top publications, around the topics of environment, climate change and sustainability.

I began my career in the industrial hemp and medicinal cannabis industry, where I led strategy and collaborations for creating a cannabis industry in India paved towards holistic sustainable development, right after my Masters in Environmental Economics from India's leading liberal arts university, where I also did the prestigious Young India Fellowship program. I have spoken on various forums and renowned platforms on topics related to sustainability.



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The promise of a new day with a new adventure is what motivates me to get up for work every morning. With the diverse, cross-functional and collaborative role I have in my company, every day brings forth new challenges which excite me and really motivate me to put my head down and work with pride with whatever is in front of me. Being a 'people's person', I also thoroughly enjoy forging new relationships and fanning old ones on a daily basis, and the thrill of taking up new challenges is what keeps me going.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The part of my occupation I personally find most satisfying is that I am in an industry which is technically doing a lot of good for the people and the planet, through deployment of clean energy and helping communities thrive. The inherent value created by my occupation for the greater good is very satisfying. The most challenging of my occupation (which I also find exciting) is the high degree of cross-collaboration required, to change the ethos and operations of the large company to make it more sustainable. It requires a shift in mind-set of the management and the employees, and getting them to think differently about how we can operate, which is challenging, given that sustainability is a fairly new agenda for the company, which requires people to really immerse themselves in the concept.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

The most interesting thing about me that one wouldn't learn from my profile alone is my ability to network and engage with almost anyone, forming a bond which lasts lifelong. I have an intrinsic ability to connect and empathize with almost anyone, and engage them with my humor, curiosity and empathy. Another interesting thing is that I am a major cinephile, and actually look towards cinema to fortify most of my philosophies, ethos and perceptions.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Some of the skills most crucial to succeeding in this career include research skills, communications skills and the ability to be agile and flexible. You need to be the sort of person who is able to articulate effectively, and skim through a plethora of knowledge to find the most relevant data to communicate. You also need to be extremely flexible and have the ability to collaborate across functions and departments, which involves meeting people with different personalities and skill-sets and get the best out of them.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

As mentioned earlier, I am irrationally passionate about cinema which affects my thinking to a large degree, but other than that, I do have a fascination with academic immersion in the cannabis plant, which I believe can be a solution to most of the sustainability challenges we face today. After having worked in India's leading cannabis company, I have realized how misunderstood the plant is, and I often launch into tirades of how 'cannabis can save the world' at gatherings. I have even written about it extensively, and one of the articles I wrote ("Industrial Hemp: Towards a Sustainable Future") actually helped me win an international award, which strengthened my passion towards it, which I believe is not totally irrational.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The renewable energy industry has actually thrived pre and post-pandemic. My company made several breakthroughs during the pandemic, and given the 'must-run' status given to the clean energy industry, my company continued to add more and more capacity to its portfolio. While power demand did decrease as a result of the lockdown and pandemic, overall, the renewable energy industry remained unachathed through the pandemic, with my company not indulging in any lay-offs or pay-cuts.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The main problem I see working in the sustainability field is getting people to understand what it truly means. People generally focus on just the environmental dimensions of sustainability, while sustainability actually implies the amalgamation of environmental, economic and social considerations. The biggest challenge in this field is making people grasp the various ideals which truly constitute sustainability, which is generally just compartmentalized into environmental considerations.

In my company as well, making sustainability percolate to the management and down to the employees is a big challenge, as in the short-term, it may imply a cost to the company, while making people understand the long-term value creation potential of investing in sustainability remains a challenge.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

For the readers, I would just like to say- You don't need to have a dream or a long-term vision to be successful. As Australian comedian Tim Minchin advocates, one should be 'micro-ambitious' and just focus on what is right in front of you and put your head down and work with pride on it, because you never know where you might end up. Be hopeful and optimistic and take every day as it comes, as even within the shorter strides, the universe will surprise you in ways you can't imagine, as it has done to me. Just stay positive, derive happiness from helping others and things will work out.



ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

My future plans centre around immersing myself in academia to explore facets and solutions aimed towards sustainability which haven't been explored before. I would like to do my PhD on a topic which explores archaic unsustainable laws, and offer holistic sustainable solutions which can be a 'magic-wand' in creating a better world. I would like to explore innovative ways towards climate change mitigation and sustainable development, and eventually capitalize on the multidisciplinary narrative I create to alter policies on a systemic level, which will eventually pave the path towards a sustainable future.



BINDU SUBRAMANIAM

SINGER, SONGWRITER, MUSIC EDUCATOR,
ENTREPRENEUR

Working to build an ecosystem for music education in India through SaPa Program at schools

Founded the SaPa in Schools program. Co-authored the first series of Indian music textbooks for children, have written over 20 books

Lead vocalist for SubraMania and the Thayir Sadam Project, who have millions of views/streams

Won the Global Indian Music Award. Called a Bangalore woman changing the way children learn by Femina.

📷 @bindusub

☎ 9663606060



*Bindu has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I'm a musician, author, and entrepreneur. I lead SaPa, and co-founded the SaPa in Schools program - both of which impact over 30,000 children each year.

I've been on stage as a singer since I was a child, and music has always been an important part of my life. As a singer/songwriter, I'm part of two bands - SubraMania and the Thayir Sadam Project, and I love bringing my work as a musician and as an educator together.

My vision is to bring music education to every child. To that end, I'm building an ecosystem for music education from scratch, and have partnered with organisations like the Norwegian Academy of Music.

I was among India's first educators to develop a musical training module for toddlers, and have written 20 SaPa textbooks. I designed the curriculum to include a global music component, which introduces children to languages and culture from over 15 countries.

I have a master's degree in law, a master's certificate in songwriting, a Montessori diploma, and a Ph.D in music education.

I think giving back is extremely important and we are fortunate to work with over 8,000 kids from underserved communities.



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

I wake up every morning excited at the prospect of making a difference. Impacting the lives of children and bringing new ideas to life is what makes me jump out of bed and get to work every morning.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

What I love most about working in education is the ability to affect large scale change. When do you something positive which children, you are affection a whole generation, and putting in place a better tomorrow. That's both exciting and daunting.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I'm a proud crazy cat mom, and I have five cats, named after ragas.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I think you need to be persistent and hard working to succeed. It's really easy to take small setbacks to heart, but you need to keep working towards your goals, a little bit every single day.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I really love legos and have built some pretty intricate sets with my daughter Mahati. I also enjoy tidying up and organising my home.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The pandemic has been both terrifying and exciting for the education industry. For in person classes, and schools, its been extremely difficult because face to face instruction has come to a grinding halt. In many places, parents haven't been able to pay school fees, which has been hard on the entire ecosystem.

On the other hand, online education has exploded, and there are so many interesting opportunities on that front.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The sheer number of children in schools is staggering. The problem of access for all children to high quality music education is very real. Our biggest challenge has been to be able to create a high quality program that is affordable, and get it to as many children as possible.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

I think anything is achievable if you work towards it consistently. Keep working towards your dreams and you can achieve amazing things!

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I'm looking forward to the launch of our online learning platform, which will have courses by some amazing musicians and artists. We're expanding our footprint and working with more schools across the country. We're also working on an app.



CHAITASY MEHTA

MEDICAL DIRECTOR
ZYDUS HOSPITAL

*Health care administration and Manpower Planning ,
protocol designing with or without the Pandemic*

Co founded and ran the first & only department of Uro onco in
the state of Gujarat

Women's achievement Award 2020

📷 @chaitasymehta 📞 9727039606



*Chaitasy has pledged to
grow trees and help protect our mother earth*

**WINNERS
2020**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Take a small but literate town's upbringing, mixed with upper middle class values and add convent education, it recipes a direction that education is the line of control that stands between ignorance and scholasticism, destitution and luxury ,oppression and liberty . I was born and brought up in Gandhinagar, my schooling and upbringing at Mount Carmel was harping on higher pursuits . Father shaped the early years of my youth by researching and shortlisting Southern Medical University formerly known as the First Military Medical College, for my Medical Schooling from the Southern capital of China , Guangzhou . First promotion was from a Medical officer to Clinical Associate , second from associate to manager of the department . One department in a superspeciality hospital became three departments in three hospitals. Post which came the Robotic technology , unthinkable revitalizing the face of Pelvic oncosurgery. We founded the first and till date only exclusive Uro Onco department in the state of Gujarat.

Learning had to be a continual process , hence I did a one year course in IIM -C . After touching the fastest 100 robotic surgeries in private sector in Uro oncology, I moved to Zydus Hospital , one of the biggest and most vouched name for Multispeciality and Oncology with Lead position and subsequently got promoted to Medical Superintendent.



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

I was schooled in Medicine and I am passionate about Administration . So one is my training , other is my calling. I go to work , knowing that each day is going to be a first experience.

No two days are alike. The challenges you face , end up inducing more knowhow of the subject which is the final goal . To live learning and to die knowing.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Challenging :

As I work in a quaternary set up , manpower planning needs to be of a very niche skilled set. The hospital is ornamented with few of the most high end instruments, at the end of the day which are to be handled by the staff . Maintaining infection control practices with thousand plus people visiting the facility on daily basis . And last but not the least , to chose patient centricity over and above process or protocol centricity .

Satisfying :

All skills and fields at all jobs circle around enhancing the quality of human life .

However, this is the only field which constitutes of saving lives.

At the end of the day , it is my building where a life is born , and it is my building where people face their deaths. From our labour room to our ICU s , I get to be a part of not just the most noble , but the most riveting and scintillating profession . I could not be more proud or honored.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I would have to say, my plurality of nature. My upbringing was by two people who were opposites and polarized, as a result I am exposed to and have amalgamated quite a few contradictory inclinations and traits. I am able to depict flamboyance with reclusiveness, atheism with spirituality , literature with quantum physics , thrift and extravagance etc. Our family friend is a librarian and my father took me to a Vengaboys concert when I was entering my teens. The rest is infused by my brother, a Doctor, National services aspirant , and a patriot whose constant endeavors are to instill a deeper sense of civic duty. I guess I am highly privileged to have been subjected to long conversations and arguments on democracy, morality, justice , music, literature and politics .



WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I think being intrepid of consequences whilst being acutely conscious of them , to decondition and obfuscate, that at the end of the day , you are not here to make people happy , you are here to get work done.

Their happiness is a luxury and at best a coincidence ,at the end of the day , decisions must be taken for greater good.

I suppose most brown girls are indoctrinated otherwise. Hence I must unlearn, learn and relearn to be tad more formidable.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am pumped by Broadway Musicals, besides Human life and Literature.

There are moments when I lock myself up in a room after reading about the World War , genocides and slavery . Theologists and scientists , atheists and artists ignite my mind ,and hence I choose to travel as much as I can , in pursuit of mankind and nature and everything inbetween .

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Pre pandemic , cancer, heart disease and stroke were ruling the charts of maladies , post pandemic , its respiratory clusters and infectious outbreaks.

We are facing covid, post covid secondary infections and post covid organ implications all three distinguished segments ,practically rendering the ICU with no vacancy. Plus its not that cancer , attacks and stroke have gone anywhere.

On the upside , inadvertently cost efficiency has crept in a lot faster than expected. Managing and leading top lines and bottom lines with a humane touch has resulted in maturity which without the pandemic would have taken decades to exercise.

Either way , coming era is of specialized medicine and institutional therapy . Ensuring that we have the primal bearing towards our family's health care needs and every thing else can take a back seat.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

In 1966 Dr King said , “Of all forms of discrimination and inequalities, injustice in health is the most shocking and inhuman.” More than half a century later, here we are.

The biggest challenges are – Sheer lack of awareness , Deficit of genuine information and Economic disparity which results in a large part of population , still succumbing to curable conditions . The quality of life post recovery is parallel to the same factors.

The social media can be used to watch a video on how to exercise , or have a sugar free vegetarian diet to improve my coronaries , and the same can be used to watch a video on how my second cousin’s neighbor’s nephew got cured of colon cancer by praying to some guru in an ashram.

Both seem believable and since usually misinformation is easy spread to the gullible , the rural population falls in a double whammy.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Every problem is progress in disguise.

Doing without thinking and thinking without analyzing is futile.

Astonishingly, astounding number of people would go ahead and not merely admit, but also rectify their mistakes so long as you don’t get prosecutorial or condescending with them .When wronged, try to provide comfort more than claustrophobia .

After all , being a leader has more to do with generating light than emitting heat. You learn from your mistakes than any school or parent can teach you so long as you never cease to analyse and infuse yourself . Be better , work smarter , think deeper and love harder. In 2001 success was happiness, in 2021 happiness is success !

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I am just like my country , I am young , scrappy and hungry !

The challenges which we faced in 2019 are no longer the ones we face a year later . Much worth of decades has occurred in last year . I plan to sharpen my sword in Finance and Medico legal fortress. My chronic and consistent endeavours shall be to make myself better and smarter ,to raise the future of healthcare for it to be available, affordable and accessible , irrespective of geography and socioeconomic status .

A new dawn is on the horizon , and I am excited to be participating in its conversation .



CYRUS DASTUR

ENTREPRENEUR & FOUNDER

BOMBAY SOCK CO.

*Changing the sock industry in India one sock at a time.
From the cotton fields till manufacturing.*

📷 @cyrusdastur 📞 9820437559



*Cyrus has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Being a photographer and an entrepreneur is as far as I'm concerned a very gratifying feeling. Both professions consistently challenge me on a daily basis always making me strive for the better.

For much of my adult life, I have been lucky enough to get paid doing the things I love most. My work as an itinerant photographer has sent me around the world. Over the last decade, I have had ample opportunity to appreciate the absurdities of life on the road. I have traveled extensively to all parts of the world from Afghanistan to the Andamans, all across India and Nepal. I hope to work my way through the rest of the alphabet in a timely fashion.

I've been a maverick pretty much all my life. I prefer doing things my way and learning from the umpteen mistakes I've been faced with. It's been challenging but also rewarding and I wouldn't have it any other way. From photography to graphic design to production and now socks.. Kind of sums up the above text.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

That's easy.. The basic need to urinate and a strong cup of coffee of course!

But apart from the obvious.. I do set some impossible targets for myself and my desire to change my time and energy towards something valuable. Be it socks, the next street photography session...



or a day at the factory. Moving forward, learning something new, changing the way / mindset of how the industry works, having the courage, or sometimes just being plain stupid to go against the norm, is what keeps me going. I believe real happiness consists in helping others, and in participating in something that goes beyond our little individual life. I like flaws. I think they make things interesting.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

A sense of responsibility as well as flexibility in how I operate. Don't get me wrong, it's no cakewalk but a sense of freedom I believe is absolutely vital in any profession. I also do my best to extend that sense of freedom towards my team. I let them work parallelly and allow them to make their own decisions and follow their gut. I believe it inculcates a sense of inclusiveness within the team and company where they feel more like a part of the machine rather than just an employee.

I think being a parsee with my attention to detail can sometimes be a little challenging. For others that is. I like pushing boundaries and going against the grain of what is currently being done. This path is ripe with potholes and resistance. Most times a lot of people (within the team or even vendors) prefer taking the path of least resistance. The usual, "if it's not broken then why fix it attitude." Getting people to believe in something bigger than themselves and getting them to commit to making actual change can sometimes be challenging.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am not sure which came first, being curious or an interest in photography, but a fascination with people and the way they live their lives is why I enjoy the business so much.

I can't hide behind lights and technology. I am reliant on a small camera, patience and lots of optimism. But what I get in return is the chance to make an honest picture which people know immediately is a genuine moment and which hopefully burrows deep into their memories.

Two of my great passions in life are travel and photography. I believe that travel broadens one's view of the world. Experiencing other cultures, meeting people from other communities and other countries and seeing the beauty, and sometimes ugliness, of the world has helped me understand that all of our lives are interconnected yet individual. It has made me better appreciate my own home and culture as well as that of the people I've met and the lands I've seen and I have become a much more tolerant person as a result. Through my photography I seek to document my own personal experiences, to capture scenes and events as I see them and to share with others the beauty and diversity of the world I've seen. As the images of other photographers have inspired me to explore the world, I hope my own contributions will inspire others to do the same.

I view the art of photography as a subtractive process, a distilling of reality into a personal vision. As such, I often try to capture in an image the emotions I felt at the moment I tripped the camera's shutter.



WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

As the work landscape shifts, learning to be agile is a critical skill, as yesterday's solutions do not solve tomorrow's problems. At the heart of being agile is shifting gears when the context calls for it and responding accordingly to what needs to be done. The ability to empathise with others, or see things from their perspective by understanding their emotions and reactions, is a fundamental part of how we interact with one another. Creativity is another crucial skill we all need because, in our fast-changing times, I personally value individuals who can look beyond the present and imagine future possibilities for the company. Creative workers are the ones who ask why. They question, they are curious, and in so doing, they develop new ideas and solutions. Technology is changing at an unprecedented pace, so even beyond the technical skills we need to master for any job, keeping up with technology is essential because of the tools that help us manage our career, differentiate ourselves in the market, brand ourselves, and build the critical relationships that we need to be successful.

Setbacks and failures are a part of life, but how we choose to deal with those roadblocks is what is critical to our success. Resilience is the ability to bounce back in the face of obstacles and failures. When we are resilient, we don't focus on the ups and downs. Instead, we stay focused on our long-term goals, and we never lose confidence in our ability to prevail. Easier said than done though!

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Photography, Architecture, Interior Design, Aircrafts and a good cup of coffee.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The sock / hosiery industry was and still is substantially hit post pandemic. A majority of small businesses and vendors have shut down which in turn has caused a ripple effect on the supply chain. Slowing things down drastically. Even pre-covid this industry has always been a very fragmented one. The challenge continues to unify the industry under one roof which in turn means helping vendors along the way, sharing technology and ideas and a common vision for the future. Success lies in helping those around you grow, not stepping over them to get to the top. Unfortunately the latter is still prevalent. Honesty and transparency are key.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Like I mentioned above, the lack of honesty and transparency is a clear problem. So many people are just interested in furthering their own profits or needs and neglecting others and sometimes even their own employees. Everyone is interested in the now. Not many look to the future.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

I'd like to give you an analogy for this one..

I prefer to shoot film because it is a more human process, complete with all the frailties, mistakes, fears, worries, concerns, and doubts that define me as a human being. Yes, of course, digital has all the utilitarian advantages (cheaper, faster, quick turn around sharper etc.), but film retains all the creative advantages.

Film photography remains a slower process, requiring greater concentration and awareness since mistakes cannot be corrected by the time the results are seen. It is also a process filled with doubt, fear and uncertainty. It requires us to confront fear and work to make it something that drives us. The results are unknown, our memory of what has been captured uncertain, and we keep coming back, keep looking, keep exploring and shooting. The doubts drive, define, and push. The fear maintains the issues and subjects on our mind. We lose sleep thinking about the subject, convinced that we shot the roll on the wrong ISO, or other such amateurish mistakes. There is no consolation, as Raymond Depardon argued, for the photographer. Nor should there be.

Creativity is a flawed and uncertain process. It requires mistakes, corrections, adjustments. It is driven by the pursuit of an ideal that you don't even know exists or even matters. But something drives you, as a blind man searching for his sight but not knowing when and where he will find it. Writers, poets and fine artists embrace these uncertainties, channels these fears, thrive on the mistakes and persevere past the failures. I have always wondered why photographers are so afraid of precisely these human instincts and failings, constantly looking for the predictable, the certain, and the promised. Why are we so afraid of what we are?

Shooting film gives me more of a chance to be who I am, complete with all my flaws and doubts. I prefer film because I today embrace my weaknesses and propensities rather than attempt to overcome them with toys. I prefer film because I must reach further into myself, my soul, psyche and sensibility and aspire to that place where someday I too may find something to say and show – something unique, something beautifully flawed and hence in its unique way, something beautifully human.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Regardless of the setbacks, the sock industry is changing leaps and bounds. Though there is an inherent tug of war the future seems bright. Belief in what we're trying to accomplish and the determination to see it through will eventually shine through. Change is something that's not always seen as a good thing. At the mere mention of the word change, resistance slaps you in the face. But change translates to progress and that's the main plan going forward. Change the perception, change the mindset and change the industry from within. Socks are a fundamental part of your daily lives and for most it's an after thought. I plan on reinventing how people look at and approach socks in the future.



DIMPLE JANGDA

HEALTH ENTREPRENEUR
PRANA HEALTHCARE CENTRE

Investment banker, TV producer, Copywriter & healthpreneur

A TEDx Speaker

Won India's most trusted healthcare award 2019

Represented India at Ayurveda days organised by consulate general of India in Munich Germany

Represented India at she summit by IEF, FiCCI and Ayush Ministry in Germany

Awarded Digital woman entrepreneur award under Covid impact by shethepeople digital tv & Google, colors

📷 @dimplejangda 📞 9920466204



*Dimple has pledged to
grow trees and help protect our mother earth*

**WINNERS
2020**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I was born in Bangalore and raised in Chennai in a regular home. I did my bachelors in film making and photography, and went on to become a copywriter in advertising. After a sabbatical due to several crisis in my personal life, I returned to do my masters in international business. I became a business reporter and then a television producer with cnbc-tv18. I furthered my career by taking another sabbatical to train and become an investment banker, and eventually started my own advisory company on Wall Street in New York. There comes a point in everyone's life when you finally have everything you needed, but the universe decides to drop on you your existential questions that shakes up everything you know about yourself. I decided to take a longer sabbatical to travel around the world and find my higher calling and true purpose in life. And that's when preventive healthcare and Ayurveda came to me and I started a small clinic first, then an academy and now I have my product line. There has been no looking back since then and I am most grateful to the universe for this opportunity to grow and expand in this direction.

WHAT MOTIVATES YOU TO WORK?

I watched two multiple sclerosis patients walk for the first time without support since their sickness.. we witness paralysis patients speaking for the first time since their stroke, patients avoiding surgery by dissolving kidney stones and gall bladder stones with our medicines.. and several clients getting out of clinical depression through our treatment. This answers my purpose and calling in life...



when people ask me why I chose to leave a lucrative career in investment banking to start an ayurvedic centre, this is my answer ! To be able to bring a smile to people's face.. to be able to put happiness and health in a bottle and give it to them so they can live a more healthy happier life with their loved ones ! When we started the centre, I reminded my team every single day - one life improved per day is a life well lived ! Today we have over 4000+ patients and students from 49 countries who believe we have triggered a new wave of healthy change in their lives and it makes us even more motivated to get up and hustle as we do.

WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

I am a people person and I absolutely love interacting with my clients and understanding their aspirations in life, dreams and their woes that causes sickness in the body. I get an opportunity to change lives and the gratitude we revive in return is tremendous. However the sad part is that Ayurveda has received more credibility in the west than in India. People still feel the need to run to quick fix solutions with antibiotics and steroids rather than been patient and investing in a preventive and curative healthcare practice through Ayurveda. However the wind of change are here and I am delighted to see more youth participating and learning ayurveda for their personal wellness .

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I have lived many life's in this one lifetime. I started my career as a copywriter in advertising, learned filmmaking and photography, was an art student since age 10. And I went on to become a tv reporter and then a tv producer with Cnbc tv 18, and started my practice as an investment banker in New York City. And now I am the founder of prana, a preventive healthcare business. However it seems like this was destiny for Me. As a child I suffered badly from poor health, I was born with epilepsy and had fits till the age of 11, chronic migraines till the age of 20 and has undergone 4 surgeries even before i turned 20. These Heath issues had a massive impact on my confidence, self esteem and self love and eventually had a catastrophic domino effect on my personal life where I ended up in an abusive marriage. When I got out I was able to rebuild my life from scratch with the support of my uncle and grandfather and there has been no looking back since then. With my work, I hope to be able to empower both men and women though good health of Body mind and emotion and hope that no young girl goes though what I had endured. My grandfather strongly believes in service towards humanity and animal rescue, and says it is the rent we pay to live on this planet.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

For any type of career, these are the qualities you must have and cannot compromise with - honesty and integrity, Passion and purpose, perseverance and patience , a humanitarian cause.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I love outdoor sports ! I used to be a competitive swimmer as a teenager and now I enjoy aerial yoga, hoop yoga, pole burn, tennis, badminton, squash, running, and recently learned horse riding. I have an unconditional love for horses and hope to soon have a countryside home with my own horses that I can care for and ride !

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The pandemic was a wake up call for people around the world to invest in their immunity and good health. This is the era of immunity and is also the age of online businesses. We tweaked our business model from an offline clinic to now be available online as well where patients from around the world can consult with us and receive dietary advice and medicines at their doorstep. Treatments continue at our centre in Bandra with COVID-19 precautions. During the pandemic we also launched two new companies - prana academy for ayurvedic Lifesciences that allowed students from over 40 countries to engage in short courses on wellness with us. The aim was to empower people to be able to take care of their own health, and diet without relying heavily on others . We also launched prana ayurvedic skincare and Haircare range that are handcrafted, with organic edible ingredients and are delicious for the skin.

The preventive healthcare industry has evolved a great deal during the pandemic and is beginning to get due attention with people making more healthier choices.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The biggest challenge I faced in setting up an Ayurvedic centre was getting people to accept Ayurveda as a primary healthcare practice instead of an alternative science. during the colonial rule, all ayurvedic colleges and schools were shut down and this science was removed from primary healthcare science to an alternative healthcare science. This caused a heavy setback for this sector. There is now a massive language gap, communication gap, time gap and a lifestyle gap in the way Ayurveda was taught and our modern lifestyle. Our aim has been to Bridge these gaps and marry traditional Ayurveda with modern research based science so people can start accepting these ayurvedic rituals with more confidence.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Never give up and trust that the universe always has a Plan for for us. Believe that you are destiny's favourite child and allow it to shape your future and your path. And once you find your story, your purpose , then go all in. Don't let anyone demotivate you or hold you back. And most importantly work on your fear every single day, so you can prevent fears from fulfilling your dreams.



ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Our vision is to make preventive healthcare through Ayurveda a global phenomenon and a household practice. We already have clients from 49 countries but we wish to continue expanding and growing our practice to make this ayurvedic education available to everyone around this globe irrespective of their financial status, ethnicity, nationality, creed, religion or beliefs. Humanity is your truth and service to humanity is the rent you pay to live on this planet. So we hope to continue on our path and positively impact as many lives as possible.



DIVYA PALAT

PRODUCER, DIRECTOR & CONTENT CREATOR

Enterprising Woman of the year 2020

Most Promising and Innovative Digital Content Company
of the Year

Top 50 people to watch out for Condast

Top 40 under 40 | Vogue

@divyapalat 9821016149



*Divya has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

From my first ad at Age 3, to my first professional theatre production at 14, to my first film at 17, to starting my first company at 21 years old- life has been the most incredible journey. My work life has been peppered with so many highlights. From the Legend of Rama where I worked with the incredible Aamir Raza Husain and played Sita, to traveling the world with a play I'd written on the survivors of the Mumbai 26/11 Terror Attack- "A Personal War- Stories of the Mumbai terror Attacks" where we raised money for the police force to producing , directing and even scripting my first TV show , the Great Indian Home MakeOver to now creating content for brands, shooting commercials and waiting to start my first feature film- it's been quite the adventure!

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

Every single day is different . There are no two days alike . Every brand's challenges and hence solutions are unique and it is exciting and interesting to understand each consumer. I also love the amount of creativity which beautifully melds in with the business of production- it keeps my right and left brain active!



WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

The most satisfying is the when we create a great piece of communication and when I am able to have my voice and thoughts heard and appreciated by an audience.

The challenging part is to make the economics of creating a dream work... But it's also the most exciting when the economics and the creativity both come together without either being compromised creating the perfect-'Balancing act.'

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

You wouldn't know that I'm a person equally happy dressing up and going to a social engagement and equally happy sitting and making the math of a budget work!

Or that I have relapsing remitting multiple sclerosis... (incurable). Being happiest as a workaholic- no-one working with me would ever know that. Some still don't believe it.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Passion, drive and determination. You need to keep at it. With anything that requires passion, it's easy to feel disappointed if you don't get immediate results. Remember that this is something that requires commitment- so the rewards are amazing but they will take time.

You need to be the type of person who is passionate about the work and not the glamour that a career in production and film making seems to promise.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I love love love my cocker spaniel Magic and spend tons of time with him and with his cockr friends!

I'm passionate about traveling and understanding and exploring new cultures and countries.



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Every industry was hit due to the pandemic but a company is strong when it learns to adapt with the change rather than complain about what has been. The world was affected because of the pandemic but it also made people focus on themselves, re evaluate their own strengths and learn to evolve with a changing world.

Change is always hard but there can be no true growth without change.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

People may think that this is a job that gives you instant gratification with either success or money. But to stay strong and to become more respected , is about staying steady, holding on to your beliefs and not kowtowing to either the promise of money or fame at the cost of your own beliefs and morals.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

It's always about the journey never just about the destination; so learn from every aspect of your journey. Understand the slow downs, enjoy the highs and remember celebrate EVERYTHING! Life is a celebration!

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Balancing Act moves in to feature film production this year and I plan direct my first commercial film. We plan to produce content both for OTT and Feature Film content as well ... so exciting times ahead!



HEENA MINOCHA

ARTIST & BUSINESS CONSULTANT
HINCHOO

Hinchoo aka Heena Minocha is an artist on a journey of self discovery

Shortlisted at WADeAsia 2019 in the category Young WADe Artist 2019

Participated in India Art Fair, Mumbai edition 2020

Group exhibition at DD Neroy Art Gallery Mumbai, Feb 2020

Takes on commissioned work as an artist suiting client's artwork needs and budgets

📷 @hinchoo_by_heenaminocha 📞 9920113069



*Heena has pledged to
grow trees and help protect our mother earth*

**WINNERS
2020**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

My journey from being a silver medallist MBA, to landing my dream job in a Big 4 consulting firm to embracing motherhood to being an artist...these have been different facets of my life and each milestone in the journey has enriched me and helped come out stronger.

The shift from having a secure corporate career to having an alternate career in Arts has been more than soul-satisfying. Art has been therapeutic to me. It has helped me channel my inner creativity at the same time helped find ground.

I dedicate this artistic journey of my life to my father who fondly called me "Hinchoo". The name faded almost 2 decades ago when he left for his heavenly abode. The birth of the artist in me is the rebirth of Hinchoo!

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The zeal to make a mark in the world of arts is what keeps me going and motivates me. I want to make it big and become a name to be reckoned with. I want to create artwork that people remember and talk about!



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The most satisfying part of creating art is that it a way of expressing myself. It truly is liberating to bring my thoughts, emotions and creativity on a blank canvas and build a story around it. The fact that my creation will adorn the walls of my clients and be a part of their lives, brings happiness and an innate sense of satisfaction to me.

The challenge remains tapping the right customers. When you are an upcoming artist the challenge remains approaching art galleries and convincing them to exhibit your work. Art galleries are the go-to-people for most art connoisseurs and art lovers. Affiliation with art galleries works wonders for an artist. But to get there is the challenge.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I love music. I actually am a die-hard music lover. I would not be wrong in saying that I eat, sleep, drink and talk music! I aspire to play the guitar one day.

Also, I am a fabulous chef as per my son...no Michelin stars but for him I rock it when it comes to cooking.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

The most crucial skill one needs to have in order to succeed in the field of arts is Persistence. The artist needs to be dedicated and be patient along with consistently creating good work.

When an artist's work doesn't see monetization it might get frustrating for the artist and tempt the artist to quit. But the art of keeping oneself motivated and creating beautiful artwork should be on top of the artist's mind.

One needs to be resilient and relentless for success. On a lighter note, "Relentless" is the name of one of my abstract artwork!

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am passionate about Music as I stated earlier. I am a die-hard rock lover!

I am a freelance business consultant as well. I love to solve complex business problems and that's where I put my grey matter to use- flexing the muscles of my brain!



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Customer Reach has been affected post the pandemic as opposed to earlier.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The challenges in the art industry for upcoming artists are to do with reaching the right customer for one's artwork. Creating value for your work in the eyes of the customer is again a task to be dealt with care. Making good artwork and not being able to market it makes the efforts of the artist futile. Hence, capitalising on the right channels for better reach, networking and building awareness of one's work become primarily important to be successful.

For increasing visibility artists need to participate in exhibitions, which again attach huge participation costs which might not be a viable option for upcoming artists who have not been able to crack many sales or have a source to finance the same.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Yes, certainly. The thought of wisdom that I would like to share with the readers is: Don't let anyone dim your light. The light shining within you is what will keep you going. Whatever activity you undertake, do it in the best possible manner, give it your best shot and success will be yours one day.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I plan to participate in more art exhibitions. I aim to reach out to art lovers and a bigger audience with my artwork. Also on the cards is a stronger social media presence. On that note I would like to mention, people can reach me via my facebook/instagram handle [hinchoo_by_heenaminocha](#) to get a sneak peek into my work.



LUCKY SURANA

DIRECTOR & DIGITAL EDUCATIONIST
EdTECH

Dynamic entrepreneur - an 'Industrialist by profession and an Educationist at heart'

National Committee, APER and Tabler, ROUND TABLE INDIA

Felicitated by the BSCOER College, Narhe as one amongst nine most influential Entrepreneurs in Pune

THE RISING STAR AWARD'2017

ECE INFLUENCER OF THE YEAR AWARD - 2019, Honored at Jaipur by Princess Diya Kumar

📷 @luckysurana

☎ 9822050128



Lucky has pledged to grow trees and help protect our mother earth

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a dynamic entrepreneur who is best described as an 'Industrialist by profession and an Educationist at heart.' Besides being a Director in my family business that manufactures Aluminium Alloys at Specific Alloys Ltd, I am committed to various roles in Education. I am also a speaker and a tech expert. Being an award-winning EdTech leader with over 2 decades of experience in Digital Education, I am working on transforming education with innovation.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

"Compelling Passion" and "Intense Purpose" both drive me to my work station every morning.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am an active meditator and diligently practice a Meditation routine that I have learnt from my Guru Mahatria.

I am a Drummer and enjoy Drumming as and when time permits.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

To be futuristic in the Education Sector one needs to build themselves beyond core content or subject knowledge. Honing holistic skillsets to bring deeper enhancement in this segment is much needed.

Business skills such as Marketing, Finance, Technology, Management, Communication and a flair for entrepreneurship certainly enhances outcomes.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Like i said earlier outside of work I enjoy not just Drumming but I believe in taking time out for inner growth. Participating in spiritual retreats with my beloved Guru Mahatria are great energy boosters for me and certainly help me deliver on all fronts with clarity, integrity and focus.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Pre Pandemic there was a certain shock that took place in the Education Sector. Pipelines for utilising Technology as an enabler for teaching had not been thought of by most Schools across the nation; and along with that came ill equipped Technology Education for Teachers and furthermore education was severely disrupted by resistance to adapt and switch over to this new medium of delivery. This entire circus took it's toll on approx 200 million Indian students alongside Teachers and School Leaders.

Post Pandemic and after about 250 days of intense and forced transition official figures say that 10 million students have successfully transitioned their learnings with new tech tools. But again thats a sliver. Currently the Ed Tech Sector is priming itself as a \$10 billion market opportunity; which is fantastic for the economy of country!



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

In this sector two challenges consistently stick their head out above the rest i.e. ADAPTABILITY ~ Resistance to change is a common human flaw, but Covid taught us very meaningfully that it is in discomfort that we are rapidly receptive to change.

Another is that our education system has so far only focused on Academic Excellence; skill development has been the back bencher in school syllabus's. Hopefully with the NEP 2020 there should begin the onset of a turn-around.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

I will suggest the readers at IAF to believe in their Goals; that everyday is a new opportunity, stay goal focused, be willing to strive, be willing to adapt and above all have faith, immense faith in your vision.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

After 2 decades of perseverance and endurance in this sector we are on the threshold of booming into multiple verticals which cater to Children, Educators and Parents. Bringing Technological advancement and organisation in these three segments should propel us to become a nationally acclaimed brand.



MANISH GANDHI

DIRECTOR & SERIAL ENTREPRENEUR

ABEC EXHIBITIONS AND CONFERENCES,
ACETECH & IHFF EXPO

Instrumental in making ABEC Ltd. a world class Trade Fair and Media company by setting high standards of corporate business practices

Runs a Charitable Organization - SM GANDHI CHARITABLE TRUST which was formed in 2013 by Manish Gandhi & Sumit Gandhi in the fond memory of their Father, Mentor & Guide

📷 @manishgandhi10 📞 9820603890



*Manish has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am an Engineer by qualification but by experience I would say a motivated entrepreneur. I had a not so small stint at Halliburton group before I joined this business of trade shows and since then it has been one expo after another with no looking back. We at ABEC currently run more than 25 expos in a year focused on various industries and sectors.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

I believe that every morning gives us an opportunity to grow a day more. I relate to the word hustle a lot and in life if you don't have the hustle to grow, you will be left behind. So I make sure I beat my yesterday with today, especially with health and wellness. Get Up, Exercise and start your day like its only one left to achieve, something big, something great.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

We are into Trade Shows and we at ABEC organize some of India's finest expos. To be able to do that we need to be on our toes each day, meet new people, new brands and keep innovating in every way possible to deliver the best quality shows. I think the need of change and to innovate is what is challenging as well as like you said hugely satisfying.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I'm very passionate about what I do. I believe in learning and evolving, every day is a new start for opportunities, Hustle and work hard to achieve it.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Being successful looks different to everyone. It comes in all shapes and sizes, but one thing that most people can agree on is that it includes feeling content and secure. One of the ways to offer this security is by opening as many doors to opportunity as possible by learning valuable life skills. According to me the most crucial skills are adaptability, communication skills, networking and critical thinking. And as a person I'm evolving everyday, working everyday towards a higher purpose of my life, and doing the best as I can.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I believe everyone has a passion, or for some multiple passions. Passions are defined as something that you would do for free, something you cannot get enough of, or something you seem to others obsessed with. To me passion is fitness. Life is short. Life is unpredictable. There is ZERO time to be sitting around in a job you hate, and ZERO time to not spend every second you can pursuing what you love. So, that's why I'm doing what I love!

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Since March, the world has wondered when we can return to normal, the way we've attended them in the past. We had adapted to Zoom calls, Microsoft Teams meetings and, on a larger scale, virtual conferences, the trade show industry is adapting to virtual events. With the right technology, these virtual trade shows can fill the void but face to are here to stay and slowly we're getting back, the new signature edition of Acetech 2021 is benchmark we are setting and it will offer unlimited opportunities for networking with industry thought leaders.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Building a sustainable business that is, one whose principal productive asset is not just the founder's skills, contacts, and efforts often entails making risky long-term decisions. You have to come up with creative ways and strategies, and there are many challenges involved.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Make your own future! Create and be part of something that is bigger than yourself. Nobody is going to give it to you; you have to work for your dreams. There are no guarantees on success. In order to win big you have to take calculated risks. You will find that nothing great just happens on its own, you can't sit on the sidelines and wait for it. Be ruthlessly persistent and have razor focus!

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

There is so much more coming very soon! We are working on creative ideas and strategies, to provide unlimited branding and networking opportunities. We are constantly creating spaces where buyers and sellers, Innovators and Investors, Creators and Consumers can meet, interact and do business, after all we are into TRADE SHOWS and we make sure we design the Future's Framework.



MALIKA SADANI

FOUNDER & CEO
THE MOMS CO.

Safe & natural products for mothers

Was awarded the Times She UnLTD, Entrepreneur Awards and Business World 40 Under 40 and others

Her product range has also been recognised at the Cosmopolitan Beauty Awards, Mother & Baby Awards - Mum's Award

Was a part of panel discussions and been a speaker at prominent events, such as SheLeadsTech, Entrepreneur Startup Summit, India Retail Forum, Luxury Lifestyle Weekend - Power Panel, exchange4media FMCG Round Table, among many more



*Malika has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am an engineer and MBA graduate by qualification. I worked as a banker before becoming an entrepreneur. The idea for The Moms Co. came to me in 2012. I had just moved back to India from London and wasn't able to find safe products for my daughters. In fact, one of my daughters has had a skin condition which made high-quality solutions a necessity. I spoke to a number of parents and realized that there was a gap in the market for products that moms could trust. This led to the creation of The Moms Co. With The Moms Co., I want to help moms make safe, natural and effective choices for themselves and their loved ones.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The fact that we're making a huge difference to the lives of moms motivates me and keeps me going. Whenever I need a pick me up, I read some feedback from our customers and know that the effort we are making is helping and giving moms a solution that has improved their lives.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The Moms Co. was started with a clear focus of creating natural, safe and effective products that solve moms problems. For example, one of our products is a Natural Nipple Butter made for breastfeeding moms. When moms write back saying they could breastfeed only because of our nipple butter, it keeps us going on our mission to help moms make safe and natural choices for themselves and their family.

Every day, we interact with hundreds of moms from across the country through our website and social media channels and they share their concerns, queries and feedback on our products. This gives us insights on which products we should create next and what newer concerns of moms we should be solving.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

When we develop new products, every single formulation is first tested on myself and my daughters. My daughters give me feedback on the formulations and this brings a new perspective to creating baby care products. Many of the fragrances have been decided by my girls, and they are the biggest critics of any new product that we would want to launch.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Entrepreneurship has helped me develop a lot of skills but the biggest lesson I have learnt is to "Never Give Up" and keep pushing for greater heights because as an entrepreneur you set the bar for your organisation. Every time we choose to face an obstacle and come together to overcome it, it sets the precedent and example for the team that we can achieve high goals that we set for ourselves and continue on our mission despite challenges.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

When not working, I try and spend as much time as possible with my girls. Together we enjoy listening to music, dancing, playing board games and watching films.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Even before the pandemic, a lot of moms were looking for safer, natural and effective options for themselves and their families which put us on track to achieve 3x growth year on year. In a short span of 3 years, we have been able to reach over a million moms across the country.



When the lockdown was announced, we did find it difficult because we had to shut our operations and there was a lot of uncertainty. However, since most of our products are classified as essentials and because we had a presence online even before the pandemic, we were better placed to service the needs of moms during the pandemic. The struggle we faced was less on the demand side and more on the supply side.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Aligning everyone from Suppliers to Manufacturers to create High Quality, Toxin-Free products that are really effective has not been easy. Creating formulations that have never been done before means longer product development & testing cycle. We also import a lot of raw material to create these products which mean that we have a longer lead time for ingredients and need to manage our production very effectively.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

I would urge them to not give up. While things may seem daunting at times, think of the example you would like to set for your children and keep moving forward.

AIM IN LIFE

My aim is to help moms in their journey to motherhood and enable them to make natural, safe and effective choices for themselves and their families.

ANY SOCIAL SERVICE ACTIVITIES YOU ARE INVOLVED WITH

I strongly believe in leaving the world a cleaner, greener place for our children. I ensure this by living sustainably where possible, cutting down our own use of plastic within the house and planting more trees.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

In 2021, we want to continue driving awareness and penetration for our products by reaching out to moms who are looking for natural, safe and effective products for themselves and their babies. We are also planning to expand our offerings across offline and online channels. Our plans for 2021 also include expanding The Moms Co. internationally.



MAYANK SINGHVI

MANAGING DIRECTOR & CO HEAD

GOLDSTEIN, ROTH & CO.

Amongst the most admired global Indians in 2020

Responsible for some marquee transactions such as
Bharti Tele Ventures IPO

Instrumental role in equity investment by Vornado in Uppal SEZ
and TCG's acquisition of the World Trade Centre

At Evolve India Fund, Mayank Singhvi inked a historic
deal between real estate giants MGF and UAE-based Emaar

📷 @mayanks10

☎ 9810307324



*Mayank has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Trusting the power of determination, I rose to become one of the top investment bankers by working in different companies around the world. Currently, I am the Managing Director & Co-Head at Goldstein, Roth & Co., an investment banking arm for E. Pabaney & Co established in 1985.

I started at Ernst & Young, Private Equity at ICICI Ventures, and Merrill Lynch and during this journey, I took responsibility for some marquee transactions, such as Bharti Tele Ventures IPO; equity investment by Vornado in Uppal SEZ and TCG's acquisition of the World Trade Centre. While at Evolve India Fund, I inked a historic deal between real estate giants MGF and UAE-based Emaar. During my tenure at Country Garden as the Senior Director, I spearheaded major projects in India, including Sky Mansion in Delhi, The Icon in Mumbai, and The Ace in Chennai. For which I won the "Employee of the Year" award in 2017.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The passion and adrenaline rush that lies in closing a deal, into which I have invested my heart and soul is the driving force that gives them the high to celebrate a contenting day.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The challenge for the investment banking industry revolves around many critical factors such as higher capital charges, market electronification & digitalization, stuck cost base, inflexible and layered technology with the increased complexity of regulation and reporting to which one has to constantly optimize processes to get the way around it.

Also on a personal level, investment banking is a time demanding job. But now having mastered the art of work-life balance, I can say it is difficult for one to be an achiever in the professional world or get a breather during their personal time.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Being a team player is the biggest skillset one should possess. Even though my individualistic skills stand out in a group of people, I blend well with a team working towards the same goal. Having an analytical and practical thinking is a benefit for own performance and is a boon to those you are working with. I have been flexible and adaptable to change and is committed to performing the job well and meeting employment requirements.

One other quality that I have grasped from my worldwide experiences is to become a good listener. I always wait for the opposite person to complete their side of the conversation before putting across his viewpoints. It has become a habit that keeps my professional and personal life smooth sailing.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

"Build high self-esteem, believe in yourself, have confidence, like and feel good about yourself, and take pride in what you do. Attract what you want!"



MEGHA SHARMA

ENTREPRENEUR

TOOGLE TRAVEL

Serial Entrepreneur & Founder of India's Largest Travel Networking Company

Featured - One of the inspiring women in Advantage Woman Awards, ICICI Bank

Honored by Global Tourism Council in Egypt for being a revolutionary in Travel Industry in 2018

Featured in LAJA, a magazine covering Inspiring & Successful stories of Woman Empowerment

Recognized and Awarded as one of the "Dynamic Women Entrepreneur" 2020, UK, London, at the London Parliament by Swabhimani India Foundation, BBMG Nobel Awards among other Indian awardees residing in countries like USA, Nigeria, New Zealand, England, Ireland and India.

Top Influential Corporate Leaders - 40 Under 40 by Business Mint - Nationwide Awards

📷 @megha5851

☎ 8699938938



*Megha has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a woman entrepreneur who is the CEO of Toogle Travel Private Limited a travel-networking platform (Titanz). I am the founder of Titanz Women's NGO. I am also the Director of Travel Kraftez, a travel company specializing in corporate, individual and group tours for the last seven years. I have over 10 years of corporate experience in customer retention, strategy planning and relationship management. Currently I am serving as the President of Rotary Club of Pune Kalyani Nagar

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

My Passion & Commitment towards my work and to achieve my dreams is something which motivates me to work and keeps me going.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

The most interesting thing about me is that I love to dance and try new cuisines. Maybe in future I will set up a restaurant.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Skills most crucial to succeed in this career.

Destination Knowledge of the Various Places in the world, Time Management and Quality of Service to the Customers

We need to be a traveler ourselves to sell travel packages and since I love travelling, I am able to sustain in this industry.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am passionate about Rotary, Woman Empowerment & Child Welfare.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Travel was the first industry to shut down its operations due to COVID and we were definitely affected by the COVID pandemic. Currently the situation is not so great, though a few places have been opened for tourists but we are still not able to function fully due to which there is decline in revenue.

Pandemic is not yet over, but we are positive and we believe that we will bounce back. Currently we are focused on nearby destinations and few tourist places like Maldives and Goa.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Biggest challenge we faced was this pandemic and we have partially curbed the problems we can face in this field. Second major problem is cut throat competition but since I believe in Quality over Cost, I make sure we deliver the best travel experience to our clients by giving them high quality services.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Being a woman, I would just like to share a few words – Always Empower and help fellow women in your industry or other industries so we all can empower each other and not be a competitor.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

My Future Plans are to:

Launch our web-based app which is the first of its kind for the travel industry.

Expand our horizons and business to a global level.

Deliver Quality and Best Service to Keep our Customers Happy and Satisfied.



NIHARIKA ARORA

SENIOR SOFTWARE ENGINEER

ANDROID APPS

Core contributor for Govt. of India's Contact Tracing App AarogyaSetu

Google Developer Expert for Android from India and one of the first few female developers

Awarded Chancellor Gold Medal for JCBOSE, YMCAUST 2011-2015 Batch by Honourable State Governor

Being a mentor since August, I have been helping people learn and grow

A WomenTech Global Ambassador to help in bringing more diversity

📷 @nik.arora59

☎ 7503949506



Niharika has pledged to grow trees and help protect our mother earth

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a Google Developer Expert for Android and currently working as a Senior Software Engineer at Img. I have been into Android for the last 5 years. I am one of the core contributors for Govt. of India's Contact Tracing app, AarogyaSetu.

I am an active blogger, open-source contributor and a public speaker. I am a mentor as well, and love to help developers and newcomers on their growth and learning paths.

I have been recognized by Indiamentor for giving back to the community and covered by the Corporate Insight Magazine for their top personality segment. I am also grateful to be featured on official Android Developers for AndroidDev Journey Spotlight series.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

"Work is worship" is not bookish for me as my work defines me. What looks like talent is often careful preparation and what looks like skill is often persistent revision. My motivation to continuously improve my skills comes from an ingrained purpose of making a difference in the world.



WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

Constantly growing and changing nature in terms of technology is what makes this IT industry more exciting for me. There is always a scope of learning and opportunities. But being in IT can affect your social and family life, sleep routines, activities, etc. depending on the job and responsibilities.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

Keeping myself fit is one of my major goals. I am a big-time fitness freak and never skip my workout routine even on tough days. I am crazy about dance and Punjabi Bhangra is my favourite. Also, I am a people person and love interactions with all sorts of individuals.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Being passionate, respectful and consistent towards work with a positive attitude towards every situation are the key factors that impact our achievements. Allow yourself to make the mistakes that are actually lessons you have to experience to understand. You just need to become a better version of yourself every day through your hard work and dedication.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am very passionate about learning new things and sharing those with the community through blogs, public speaking, mentoring and open source.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Pandemic has affected almost every sector, not just the IT industry. If I have to talk about it from a developer's point of view, work is not impacted very badly as we just need a laptop and a good internet connection to work but employees working on providing software solutions for some of the industries like entertainment, travel, lodging, food services and personal services which were growing much faster than the overall economy prior to the pandemic are the most impacted due to social distancing and many employees also lost their job due to the company loss. Also, The main long-lasting impact of Covid-19 will be the acceleration of the shift to remote work which will also lead to a drop in demand for office and retail space, including for higher education. And, work from home doesn't suit everyone.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

While working in an IT field, one needs to be updated with technology trends. It can be considered as a good thing as well to progress. Uncertainty about what competitors are doing, and how new technology will affect the business is always there. For me, One of the biggest challenges is the work-life balance as I had to work on weekends, holidays and late nights. Prioritizing things becomes necessary at that point in time.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Sharing a few learnings from my experience:

(a) Clearing a small doubt is equally important even if you think that is a stupid one. Ask as many queries as you can till the time you are satisfied with the answer. Restart, Reset & Refocus as many times you need to. Just do not quit.

(b) Go slow but never stop. A life of progress is one without pause, Take more chances. If you're patient & consistent, you can achieve anything. If you're not seeing the plethora of opportunities amidst the chaos, you're not thinking clearly enough. There are a lot of great plans for progress out there, the real challenge is sticking to them.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I don't have a very rigid plan for my future. I believe in fulfilling short term goals first to achieve bigger things in life. Keeping a level head, Fixing life and Voila! you'll always have something to do.



NISHANT PATEL

ENTREPRENEUR

FMCG, TRAVEL & SOFTWARE

*A successful multipreneur & scuba cycle
record holder*

Founder of The Grand Vacationist (India)

Founder of TGVIST (Singapore) Founder / Trustee Equal Streets
Movement (India)

AAA (Australian Alumni Association) - (India - Mumbai)

Scuba Cycling Record Holder (Worlds fastest & 2nd Deepest)

📷 @getnishantpatel 📞 9833828777



*Nishant has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Being a Sapiophile has always helped me choose untrodden paths; be it while I was Studying, began working, kick-started my first ever Venture and even while I Dream and Live Life each day to the fullest. A Strategist and Idea Generator at Heart, and a Passionate Adventure Sports Enthusiast, I get my adrenaline gushing as I Pedal my way through being at the Foundation of Initiatives like The Equal Streets for a greener, cleaner city, country and world along with being a part of a larger change while Investing in Business Ideas that involve next-generation Technology Solutions with Blockchain & Analytics, TravelTech, FinTech and AdTech enabling the next disruption in Travel, Marketing, Cyber Security and Healthcare.

The Maverick in me consistently coaxes me to delve into partnering with getaway destinations that bring out desires and avenues for travelers they never seemed to know and fill a gap in the travel industry that was largely unorganised and traditional. Playing multiple roles apart from rapidly building The Grand Vacationist, my interest in Scuba Diving and Cycling has helped my win laurels Walk 21 Vienna Jury Award for Equal Streets and Worlds Fastest and 2nd deepest Scuba Cyclist.



HOW LIKELY IS IT THAT AN AVID CYCLIST AND A PADI TECH-40 SCUBA DIVER BRINGS TOGETHER TWO OF HIS FAVOURITE SPORTS, CREATING A THRILLING NEW CATEGORY OF EXTREME ADVENTURE SPORT?

The creation of Scuba Cycling, an extreme adventure sport, intends to challenge your grit, stamina and craziness to let the adrenaline gush and not just flow. Conceptualising a sport is one thing, but bringing it to reality and becoming a record holder while undertaking the adventure sport is another ballgame altogether. This requires months of training, choosing the right partners, choosing the ideal location, focusing on getting the technicalities correct, and most importantly being ready for last-minute adversaries because even a marginal error can be fatal. Planning, Strategy & Implementation I believe, is your definite path to success.

Since the travel bug hit me, I have been actively involved in planning experiential trips with friends and family. A holiday should encompass either crazy amounts of adrenaline by experiencing adventure sports and similar activities or bring back memories of a quaint, calm and luxuriously relaxing time. Sometimes, even both. But not everyone comes equipped with ideas that can lead to these results.

The memories and experiences while studying have shaped my career choices. They gave me the direction I was looking for. It was the first time while in NMIMS that I realized I was good with ideas but lacked in their Implementation, which helped me push my limits and chase what I dreamt, while Australia helped me find my passion and sense of adventure. The urge to explore the varied landscapes and adventure sports, some unheard of back in India, kept pushing me to go out and experience catapulting, snorkelling, scuba diving, dirt bike racing, car racing, sky diving. I owe my eccentric love for adventure sports and exploring new places to Australia.



The only thing in life that truly scares me is the regret of not having tried to attempt things that I have dreamed of, or aspired to be. My motto is live, dream and make it happen. As someone who follows his heart and passion, accompanied by a never give up attitude, I entered the Asia Record and Limca Book of Records for being the World's Fastest and Second Deepest Scuba Cyclist.

WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

We are developing the only Global Travel Marketplace to bring in large-scale efficiencies to the USD 500B+ travel supply chain, making travel more affordable for leisure, adventure and corporate vacationists. The technology platform we are currently working on in Travel, only 3 companies...



...in the world have the capacity to build it at scale – one of them is The Grand Vacationist, started as a test lab and a stepping stone to understanding the industry, consumer behaviour, booking trends and a vision to become a gamechanger for the industry. We have gained insights to design the next disruption in Travel using emerging technologies in Travel-Tech, FinTech, Smart Contracts and AdTech to usher in more transparency in pricing, adding value for the guests and moving towards an on-demand experience model (or as I like to call it – Travel Moods).

To bring about this next disruption in the USD 500 billion+ European and Australasian travel marketplace, we are engaging with government organisations, banks and venture capital firms, universities, airlines, hotel chains and experience providers across the globe to bring together the best talents and ideas. Having set our presence in India & Singapore we are looking at Australia & Estonia in the near future to expand.

The efficient and scalable way to overcome the challenges posed by legacy issues and outdated business models in the supply chain requires the use of emerging technologies such as Blockchain, Machine Learning, Deep Learning, Artificial Intelligence & Kubernetes platforms that provide more security and data privacy that further streamlines the supply chain to derive cost efficiencies; Artificial Intelligence & AdTech for a personalized offer generation and co-curating itineraries. Deploying emerging technologies with sound business models is a throbbing and exciting space in travel as the industry goes for a reset in the post-covid world, as leading travel and hospitality companies are investing heavily to usher in technologies that improve the overall travel experience for both leisure as well as corporate travellers.

This is a massive endeavour I have embarked on, to live my passion for entrepreneurship and innovation, and a dream to be a part of building something epic!

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

"The focus to succeed should be much greater than the fear of failure. No risk taken means no rewards gained."



NITIKA SONKHIYA

FOUNDER

ONEarth

Started the company in the middle of the pandemic & reached a turnover of half a crore

Has been working in the field of sustainability since 5 years

Runs an NGO in Jaipur where all ONEarth products are Artisans made - directly impacting in helping them

📷 @myonearth 📞 9654432728



Nikita has pledged to grow trees and help protect our mother earth

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

MyONEarth is the result of a series of experiments I have done in the field of sustainability over the past 4 years. I have been deeply involved with the idea and wanted to make a bigger impact. I started with organic skincare, but I realised a lot is already being done in this field. Slowly my attention went over to the immense amount of single use plastic we have in our lives, and I started doing something about it. I used my 1st bamboo toothbrush 5 years back, and since then I have made small changes in my daily life which I feel anyone can make and we can have a bigger impact. After I figured out not much was being done in this field across the country, I figured the time to jump in was right.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

Everything, because I have created it.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Networking is the most important thing, and one should have patience and confidence in one's product/ service.



WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

One aspect is the social responsibility of a business. Corporates everywhere are rising to the challenge and requirement of being more socially responsible, because quite frankly, it is not possible to build a sustainable long term business if you're not going to give back to the society in one way or another. You must pay back, or pay forward, otherwise you will not find support in communities.

Third is the emotional aspect of it. The women in the NGOs we work with are local rural women who are the primary source of income for the families and they were impacted by covid when they lost all the work, we gave them work during that time and they were really happy with that. When I see them empowered I feel great, and there is no way we are leaving them behind. These are the good wishes from these women and local artisans that we are growing and supporting them will always be key for us.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I feel I am quick to take action, whatever is in my mind, I implement it really quick.

WHAT ARE YOUR PASSIONS?

Jewellery making.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

We started as a B2B export company initially but during Covid we had to immediately make a switch from B2B Exports to B2C India since exports were really tough at that time.

It has been a growing curve since then. We have seen encouraging growth even in covid.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

I met vendors in places that were not very welcoming for women, infant I couldn't spot a woman far far away. Some vendors were not comfortable talking to me because I am a woman and also because I don't look my age. I realised that this space and the industry at large was still very male dominated. As a result, trust was hard to come by. I had to work extra hard to generate trust and goodwill. People underestimate you all the time.

I had no experience building a successful business, the little that I knew came to me from my father. He tells me that always do your work with honesty. Rome was not built in a day, building a successful Business needs time and a lot of efforts.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Rome was not built in a day, having patience and perseverance is really important.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

We are very excited for 2021, Our brand is registered in USA and we are launching on Amazon USA, UK which is going to really drive our sales and give us a global platform. Besides, with the markets getting back to normal, we hope to see an explosion in demand locally too. Business should be good, I think.



PARTH BHARAT THAKKAR

MUSIC COMPOSER
& SINGER

*Composed for over 20 Regional films,
various Adfilms, web shows & YouTube singles*

GIFA - Best Music Director

GIFA - Best Background Score

Transmedia Awards - Best Music Director

IGFF International Gujarati Film Festival - Best Music Director

📷 @parthmusic 📞 9619909905



*Parth has pledged to
grow trees and help protect our mother earth*

**WINNERS
2020**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a composer and singer from Mumbai and have been composing for films, Television, ads and web shows. Have been fortunate to work for above 21 regional films. Also into composing originals for my own YouTube channel called Parth Bharat Thakkar.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

Every morning my passion towards making good music, also play it to the world and the faith my parents have shown in me makes me want to get up every morning.

WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

Likes: Making music for any project is satisfying as well as challenging! Majorly the original scores for films takes a little more time and needs more attention.

Dislike: Irregularities in lifestyle because of work is what I don't like! And the positive is I love being able to do what I love.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am way more a simple guy than what my profile might show you! We do a lot of things on our profile which is not fake but to interact with the audience more than our personal interest sometimes.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Patient! Very patient in life! There can be endless frustrations to deal with. Faith in your work n faith in god.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I love cooking! Learning a lot from my mother and Mr. Ranvir Brar's YouTube videos.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Affected badly but very well managed to bounce back! Things are now back to action. And I see a great year ahead of us.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Honestly I don't feel there are any problems! We cannot call anything a challenge when you get to do what we always wanted to! Everything is just a learning experience.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

I believe a lot in Music as a healing factor. In today's difficult world where most of us are anxious or depressed, Let's learn one musical instrument or follow and Pursue and art that we like. May not be professionally but for our mental peace and getting rid of a bad mental health.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

First of all thank you to the Indian Achiever's club. I will be releasing singles on my YouTube channel in multiple languages and also working on 6 films. 3 of them are in my mother tongue gujarati and rest three are Hindi! Also releasing will be a Gujarati Webseries. You can follow me on my Instagram, Facebook, Twitter and YouTube profiles with my name that is Parth Bharat Thakkar (parthmusic) for regular updates.



RAHUL MISHRA

HEAD OF MARKETING
& COMMUNICATIONS

SHEMAROO ENTERTAINMENT LTD

Marketing Management, OTT Marketing, Digital Strategy, Content Creation, Market Research & Partnership

Recognized as top Marketers in India by WPI and Afaqs

Has had a series of successful stints, leading Marketing for IndiaCast, a Viacom18 & TV18 venture across markets like USA, UK, Middle East, Singapore and Australia

Managed domestic distribution marketing for the group's 48 Television channels with a topline of over INR 1200 Crores

Spent close to 8 years at BBC Global News, where he was the Asia Pacific Marketing Manager, and is credited for many award winning campaigns in the region

[in rahulmishra](#) 📞 9930817074



*Rahul has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a marketing professional with a history of helping brands excel in the Media & Entertainment sector. My areas of specialization includes Marketing Management, OTT Marketing, Digital Strategy, Content Creation, Market Research, and Partnerships. I recognizes the true call of customer satisfaction and impactful delivery, right at the core of the audience, gaining positive traction all along the way of success.

As the Head, Marketing and Communications for Shemaroo Entertainment I spearheaded Shemaroo's 'Brand Refresh', wherein the company rebranded after 55 Years with new logo and tagline - India Khush Hua. I have been also instrumental in Shemaroo expanding to newer business verticals such as in the OTT business with ShemarooMe and its entry into the Broadcast space with Shemaroo TV & Shemaroo MarathiBana and led other new initiatives such as Shemaroo Pre Loaded Content Speakers which are sold in over 2000 retail outlets and all leading e commerce platforms. Prior to joining Shemaroo, I was the Chief Revenue Officer at CinePlay and have had a series of successful stints, leading Marketing for IndiaCast, a Viacom18 & TV18 venture and at BBC Global News, where I was the Asia Pacific Marketing Manager, and have been credited for many award winning campaigns during my tenure.



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

A strong sense of purpose and clearly defined long term goal keep me motivated.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Media and Entertainment industry is a high growth industry and now our offerings and business models are being reimagined to capitalize on the rise in media consumption. The opportunities presented by the emergence of digital connectivity has improved the engagement between creators of content and consumers. As an industry we are on the verge of an exponential growth and the coming years are likely to usher in greater innovation in content formats, means of dissemination, and business models.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

In the entertainment business one has to develop a deep understanding of the changing consumer preferences and couple that with a clear vision which can steer the entire organisation towards success. As a leader one needs to be mindful that creativity is best harnessed by creating an environment of equal opportunity and encouraging teams to outperform themselves at every stage.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I love exploring new places , music , video content and cuisines.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

As an industry we have seen a meteoritic rise in content consumption during the lockdown which has led to a surge in adoption of digital video streaming services/OTT's. While some of the traditional media businesses saw a drop such as Theatrical Feature Films , Print and Outdoor etc , others such as digital publishers witnessed a growth.

All of the recent economic indicators are now showing great confidence in the entire M&E industry to make a huge comeback in 2021, largely led by increase in advertisement spends.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

I see situations & problems as opportunities and have been working alongside my peers in the industry to make technology an integral part of the M&E industry. Having a balanced approach towards creativity and science , while ensuring both are optimally harnessed , has been my key area of focus.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

I truly believe there is room for everyone to succeed so at all times believe in yourself and your abilities. I would urge all the readers especially the young minds to have a razor sharp focus on their interests and strengths create their own career paths.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

My plan for the near future is to create memorable brand experiences for consumers on the digital platforms .The degree of promise that the OTT industry holds right now, there lies an opportunity for Indian brands to offer a world class offering.



DR. RASHI GUPTA

DENTIST AND ADMINISTRATOR

*Principal Dentist at Dr. Gupta's Dental Clinic,
AdvancEdge Dental and Implant Centre*

Has her Publication in International Research Journal of
Management Sciences & Technology

Part of panel discussion on "Let's go beyond Smiles" on YHYH
FB page, 8th July, 2020

Awarded at Lion's Region conference for year around service
as a treasurer on 10th February, 2019

Charter Member of Lions Club who has received various
recognitions by the club

📞 9869459962



*Rashi has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I come from a family background of the mentality that if your scores are good, a girl should become a doctor and a boy should become an engineer. So from there my story began of being a dentist as I was able to secure a merit seat in one of the prestigious private dental college D.Y. Patil Dental College and Hospital, Navi Mumbai in the year 2000. I can say I was very lucky always to get opportunities to work with and learn from good mentors. I got married early and quite sooner had planned to open my own clinic. As soon as things got finalised I came to know that I am pregnant. With all the troubles and anxiety of having a baby as well as starting a new clinic, time passed by. I always used to say it to my friends that "I am lucky that I am happily married, I have opened a clinic, and have got a baby too. Everything is perfect in my life. I have to just run the show. But life is not as perfect as it seems. In 2011 there was some personal tragedy and my life suddenly went topsy-turvy. I almost came to zero by all means. But I didn't give up on my life for my son. I was trying to just float for 4 years through these strong stormy waves in my life. My parents and my sister have always been with me as a great support. I was always showered with lots of trust and love from my friends, patients, well wishers which helped me to keep up my spirits and tide over the difficult phase of my life. In 2015, I took admission for M.Phil in Health and Hospital systems management in one of the esteemed university - BITS, Pilani. These two years for completing my studies was again a big challenge for me. I was studying after an eleven year break from studies and along with that I had to manage my clinic, family and a kid also. But with god's grace I could overcome that too.



Right now I am well settled with my small sweet family i.e. with my husband Dr. Sachin Gupta and son Parth Gupta who is 13 years old now. We have two clinics in the name of Dr. Gupta's Dental Clinic and Implant Centre. I am also an administrator for three dental centres of Vardhaman Seva Charitable Foundation, Mumbai.

Along with a rollercoaster journey as a dentist, administrator, wife, mother, daughter I am quite active socially with Lions Club and have done various free check-up camps, awareness lectures for under privileged kids, tree plantations drives, donation of grains among needy as and when required, etc. I have been awarded on numerous occasions for my social work too. I take workshops for dentists in practice management as well as free trainings to become dental assistants.

WHAT MOTIVATES YOU TO WORK?

Being a dental surgeon by profession not only gives me an opportunity of changing many lives by giving them back one of the most powerful social tool i.e. 'Smile and Confidence', it also gives me the strength and confidence to give my social service towards the society.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The most satisfying part of my job is getting patients out of pain, changing their habits to ensure that they don't end up in pain again in future along with taking away their shyness or self consciousness due to their bad teeth.

The most challenging part is to be updated with the latest trends. Due to frequent upgradation of equipment and technology in the market it becomes financially burdening.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

Life gave me all. But in due course of time I felt a strong urge, to not to forget about my dreams. To surge in the direction where I can challenge my limits, connect people at large and to live life with broader vision. . In 2011 when I almost came to zero by all means, I realised how important it is for a female to be financially independent, I started giving free trainings for young females to become dental assistants that helped them in securing better employment opportunities and being financially independent.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I think a Leadership quality is the most crucial skill to have a successful career as a clinician as well as a practice manager. A person should have combination of qualities like integrity, good communication skills, sympathy and empathy. Along with being a leader he should be able to empower others too.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

To help or train young females to be financially independent. I offer free trainings for dental assistants that will help them in securing better opportunities of employment to earn their livelihood. I run small financial literacy programmes for them to teach better cash management along with use of financial services like banking, insurance and other forms of investment tools. The end goal is to help them become financially independent.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

I can describe it in two phases.

Phase 1: Pre pandemic:

Provider driven reduction in dental services: As according to government guidelines during lockdown we were allowed to provide only emergency dental services. Patient driven reduction in dental services: post lockdown people were avoiding non urgent routine dental treatment due to limitation in movement plus the fear of exposure of the virus in dental office environment in which body fluids are a part of everyday practice.

Phase 2: Post pandemic:

To protect dental team and their patients from the Corona virus the dentists had to adopt several measures which increased the total treatment time and costs. Layoffs and cuts have already begun and will likely to continue for some more time. Hence people are spending only on urgent dental treatments due to financial constraints.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

There are no problems I see working in my field as there is never a time in my workplace when I am not ready to take on new challenges that comes up. This preparedness, learning and agility is the outcome of my studies and training in management.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

A bird sitting on a tree is never afraid of the branch breaking, because her trust is not on the branch but on its own wings. Always believe in yourself!!!

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

In next 5 years I am looking forward to move my clinic to a bigger premise with better infrastructure, take more practice management workshops for dentists as well as train more and more young females as dental assistants to help in my own way to make women financially independent .



RITESH TULSIAN

CONSULTANT CHEF & WORKING PARTNER
HCS GLOBAL CORP

Consultant Chef since inception of the brand YAZU_PAN ASIAN SUPPER CLUB, an award winning restaurant

Completed more than 15 F&B projects successfully under his leadership

📷 @chefriteshtulsian 📞 9967730159



*Ritesh has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

My Hospitality career started with perusing Hospitality Management Diploma from Rizvi College of Hotel Management, Mumbai. During my internship at Taj Mahal Palace & Towers, Mumbai I had made up my mind to make FOOD my career. After passing from college in 2004, I started my journey with Taj Lands End, Mumbai as a Chef Trainee. After completing my training I moved to international shores and worked with W Hotels in Maldives & was part of the pre-opening team of Atlantis The Palm, Dubai. After coming back to India, I have been working across different sectors of the industry i.e. food retail (QSR's) & food factory, resto-bars, restaurants, theme park, cloud kitchens, etc.

With majority of my experience in pre-opening verticals, getting into consulting was a natural way forward and today I am working as a Chef Consultant with some highly reputed and award winning F&B Brands, Hospitality & Food companies.

As a person, I am kind hearted and simple but as a culinary professional I am a tough task master in the kitchen as the only driving force for me is my passion for Food & F&B industry.



WHAT MOTIVATES YOU TO WORK?

"No Love is more sincere than the Love for Food": By George Bernard Shaw.

My love for food is enough to keep me motivated to look forward for more and more work daily. I was fortunate in life to turn my passion into profession and I in fact enjoy my work and look forward to doing it day in and day out.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Smile on my diner's face is the most satisfying feeling and can't be put really in words. Good food is something that lightens up your mood and should ideally touch the soul of its consumer. Whenever any of my guests come and compliment me for my food then it's simply the best feeling for me in the world. These new age diner's are being fed on the diet of internet and glamorous TV Shows and everyone is a Food Critic today. It takes seconds to tarnish anyone's image by posting whatever one feels like on social media without realizing that not only it hampers the person but entire business as well. This irresponsible & uncompassionate attitude is extremely difficult to understand but I believe we have to learn to live with it. Also today everything is about saying "Yes" and skills & creativity of Chefs can't be showcased as these self proclaimed critics are only there to customize their orders and never enjoy dishes the way they are made. We all Chefs put a lot of love, care, research and endless trials to come with a recipe but then end of the day we can't serve it as everyone wants everything as per their liking.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am a fun loving person and of course my impromptu sense of humor can't be seen in my profile. Spend time with me and then I'll get to showcase my other interesting skills than just cooking.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Being able to re-invent and have a continuous up-gradation of knowledge and skills is very crucial. Also for a Chef, understanding the complete business module and various costs involved in operating it is of utmost importance. Chefs need to understand that today diners are not only looking for just taste but an overall experience and one has to keep coming up with newer ideas on presentations, using new age ingredients, newer recipes and also moving out of the comfort zone is something that will only help them to grow.

Also being in a business where we are dependent on various skill sets; Chefs need to develop HR management skills to keep the ball rolling.

In one line, I can say is that "Become a Good Leader and not just a Good Cook." There's more to this industry than just cooking.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

"Bollywood". I am a typical Mumbaikar and born and brought up on a diet of Hindi Movies & Cricket.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

We are one of the most affected industries due to COVID-19. The unprecedented closure of businesses and job losses is something that was never heard off or even seen anytime earlier. We have lost billions of dollars of revenue loss across the world and coming up from this set back will be very time consuming and a daunting task. Also doing business today is becoming more and more difficult as lunch business is practically not there and sustaining only with just dinner is not easy. No parties or large events are allowed so catering business is also not making much revenue. With an increased demand in cloud kitchens / ghost kitchens, food delivers are the only sustaining module that majority of us are surviving on. But with the heavy commissions being paid to aggregators and deep discounting, making decent profits is also a very big challenge.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Endless licenses and compliances have made working in this industry extremely impossible and I would request the authorities to consider this request of Hospitality Professionals to make doing business in India a bit easier. The biggest challenge I have been facing is lack of culinary knowledge of our buyers and to come up with any new F&B concept is very risky as initially there might be takers but in the long run it doesn't work as our consumers tend to go back to their comfort zones. Every cuisine and recipe can't always be improvised as per "Indian Palate". We have to learn to embrace other cultures and cuisines.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Stay Happy, Stay Blessed. This too shall pass. In my experience I have known one thing that "Change is the only thing constant" and whatever happens is for a reason and for betterment. Let's welcome the new normal and move upwards with every passing day.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I don't have any plans. I live in the moment and take things by the day. I believe in enjoying the journey called, "Life".

The only thing I want to do in future is keep doing some great work endlessly and make sure that I don't get tired of it ever.



RITU GORAI

FOUNDER

JAMM'S NETWORK

Leads a multi award winning Mom's community called JAMM's Network that connects over 50k Mumbai based Moms online and offline both

BNI Notable Networker Award 2017
Creative Disruptor in Social media Marketing (sep 2019) - Social Samosa
CWF Achievers Awards 2018 on the Rise
First place in Wommenovator Entrepreneurship Summit 2016
Hastakshar #Self made Diva (2017)
Mega Man Made Forest (Sep 2020)
WOW Personality Award for Digital Empowerment 2018
Women Leadership Excellence Award 2017
Zalawad Business Forum Award(Jan 2017)

📷 @jammsnetwork 📞 99302 03454



Ritu has pledged to grow trees and help protect our mother earth

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a performing artist and have worked with Shiamak Davar as part of his core troupe for over 8 years. I also have corporate experience working in HR & Training with Wipro, American Express and GE Capital before I started doing freelance coaching work. I now lead a humble social support group for Mumbai based mothers called JAMM's Network and a women networking platform known as Speed Networking Sutra.

WHAT MOTIVATES YOU TO WORK?

I have never suffered Monday blues and I have simply enjoyed working as it's always been a passion converted into my profession...

Even if we cannot do great things... Let's do small things in a great way - my Mantra



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Coaching gives me a high as it empowers my clients to create a shift however it's very challenging to alter mindsets over a short period of time.

As far as challenges are concerned, every profession comes with it's highs and lows however it's not been a cake walk as a single parent juggling work and home both. I simply love the fact that I am a social entrepreneur now and not just a salaried employee dancing to my boss's tunes.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

It's so important to be humble, kind and do your work selflessly... being no-nonsense and Quality over Quantity is what sets us apart !

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Gotta be grounded, realist and someone with a lot of resilience... Managing thousands of women and abundance of feminine energy can get overwhelming.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I absolutely love watching stand up comedy, ocean views and self pampering. ME time is very very crucial.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Digital world never paused and thank GOD for that... We infact faced 'Problem of Plenty' and I am told it's a good problem to experience.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Funds, upskilling and lack of benchmarks...



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Let's create more social wealth versus just financial wealth. Kindness, grace and gratitude can go a long way...

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Work smart and hard both... When there is a will, there is always a way



PARICHER TAVARIA

MEDIA PROFESSIONAL

Writes with images and shoots with words

A BBC certified TV Journalist at 18

Had her photographs displayed on the BBC student website at 19

Judging IRF (Radio Awards) in the late naughties

Recipient of SGCCI Women Achiever award in 2014

📷 @paricher.tavaria 📞 9712994983



*Paricher has pledged to
grow trees and help protect our mother earth*

**WINNERS
2020**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I'm a storyteller. I trained with the BBC at 18. Worked for Pablo Bartholmew and Rupin Dang as a student in Delhi. With such great storytellers as mentors, I think my foundation grew stronger and firmer. I moved to UK and worked for DMTV there for nearly 7 years. Post that worked for Mirchi as the Programming Head for 6 years.

Upon moving to Mumbai I worked briefly for a small advertising agency, and now work as a Consultant for Mudra Max. All along I've aspired to tell stories through different mediums. I've been lucky enough to do that through radio, print, digital, photography, journalism and TV.

While I've mostly had good people guiding me at the top, what's kept me sane and grounded is the fact that even with bosses who are slightly narcissistic, you learn... perhaps more of what you should not do... and yes, the importance of treating people better.

WHAT MOTIVATES YOU TO WORK?

That a word, an image, a video, a creative could have an impact on not just the viewer, or the subject but on me as a storyteller too. It's a small world and we are connected in deeper ways than we know it!



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Digital never sleeps. Holidays are the busiest. That is challenging, but so satisfying when your head hits the pillow hard and you know you had a good day and achieved something more! The hard sleep has been earned!

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am an introvert. The people's person aspect comes with the job. On a given day, I'd rather be at home with my 3-year-old husky and 8-year-old son.

I survived TB when I was told I wouldn't, a year later I lost my parents. My fiancée, at that point, cheated and called off our wedding.

But all of this didn't break me, it made me. And I would never change that.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

One who adapts. Connects. Listens. Is OK being the second-in-command. This is a way of life and doesn't come in a 9 to 5 package.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Raising animals, cooking, photography, fashion experiments, kickboxing, travel- 18 countries so far!

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

It's surviving...and adjusting. Like us.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

WFH has taken over everything... but it has its plus points.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Take each day at a time. Know that everyone has a story. You just have to listen.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

At 22, I thought I would be the first one married from my media batch, raising kids, working in media. I am so glad circumstances shattered that hopeless bubble. At 38, I am proud of me! I'm single, raising a fur and another feather baby, I have a kickass house that I've done up...lesser but truer friends. I have a job I love to wake up to and one where I am appreciated. Now this is living the dream!



POOJA PUNJABI

VOICE ARTIST & ENTREPRENEUR
POTBELLY AUDIO

Has deep experience in dubbing, trans-creation, translation and audio production - has lent her voice to iconic characters Khaleesi in Game of Thrones (Hindi), Chhota Bheem (English), Smurfs 2, Croods and Hunger Games (she is the official voice of Jennifer Lawrence) to X Men and many more

Won the Best Voice Artist award for
Audio Books Category - India Voice Fest

Achievers award by The Rajasthan Concept

@HumsafarMusaafir 9987018519



*Pooja has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a professional voice artist to happen in the industry since 2009. I also own and run a production company called as potbelly audio which is into the business of translation and vocalisation of content and I am also stretching it being the creative consultant of a lot of projects. Before taking the plunge as an artist, I had a proper corporate job.. largely out of that corporate life I changed 3 jobs but I was working with Informedia India which was part of the expomedia group which was into conference business and I was part of the international conference producer. That was back in 2007.

I am a graduate in Mass Media and I specialize in advertising and I now work as a special voice artist dubbing as well as voice-over and also an audio producer.

WHAT MOTIVATES YOU TO WORK?

The newness of my work is something that is very exciting and always keeps us as an artist very edgy, when I say newness what I mean is every single day we are recording different shows or different episodes, so there's always something new something exciting even the character that you're playing are the same but all this time their experiences or the storyline or their adventures are new.



So in a day if we are running a very packed day we have multiple recordings sometimes I am voicing a cartoon character and sometimes a very matured lady so the range the excitement is pretty vast. I also enjoy the disguised fame it's a very different charm to be known by your voice, Like people by your face don't know who you are so it's a different level of fun.

I can tell you one anecdote like I said I used to live at Ulhasnagar and while travelling in local trains back then, so in the ladies compartment I could hear the ladies Who are my co-passengers discussing about a cartoon character which I used to do voicing for and how their kids are very addicted to it. Well they discussed most of it in Marathi but then the entire experience was so enduring that how a particular cartoon character is so very much part of their families for whom I have been giving the voice. so it's a very different experience to know that while I am sitting right next to them and you are being discussed in their conversations.

I think that's the fun part that has got me going It's a very good industry and I have always experienced love and warmth towards the work I'm offered and I'm blessed to be working with good people.

I love to read books and here is where I get to paid to read books how exciting is that!

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

I like the nature of the freelancing business I am someone who likes to travel a lot and in my industry I don't have to rely on leaves or take peoples permissions all I can say is that I am not available from this on this date and I can go on a holiday even on weekdays that's the best part about being a freelancer is what I like about

The liberty that I am able to strike this balance of personal life and professional life where I get a complete license to do that without anybody's interference.

I personally have no complaints sometimes following up for payments becomes a parallel job for you like keeping records of your work and reaching out to the producers becomes difficult at times. so when you're scaling up and climbing up on the value chain things some time goes so beyond book keeping records. I personally find it challenging being a ride Brainer numbers are always challenging for us that's where I struggle.

It's unlike a salaried employee where every month you get your salary without worrying about GST numbers, bills and follow-ups so I personally find this a little challenging being a creative person.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am not one of those who would post a lot of stuff on social media. I am very selective about what goes in public circulation. So a couple of things I like to do in my personal life - one of them is travelling like I mentioned and second I love to dance, I love working out, I try and read a lot to keep my sanity at place. I am a very slow reader so I may not have a long list of books I have read I can type on just one line but I can just trip on a line or a face of the book just go in that dream world.

So the people who know me closely they are well aware about my interests but something I wish to share is that I love sharing my travel stories, do I never write blogs or vlogs but on the youtube channel that I have I share my experiences and I consider it as a very intimate part of my life

When I travel I don't travel in a very touristy way rather I prefer going to the most non-popular areas and spend my time there. I love to experience the local list of that place smell the soil go to local cafes meet local people with the language barriers on where you can only speak English but you have to learn to communicate in their own language and I am really so touched with my travel experience as it has transformed me as a person the destination is not important it may or may not be an international holiday it can be as close as Lonavala but my vibe attracts my drive and I eventually end up being blessed by the experiences.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Skills, alot of people have a notion that if you have good voice or have done comparing conferences, company events or even have said a few words in front of mic, you do not qualify as a voice artist. No my friend, you need to be a good actor - that is the primary skill. In front of mic, you need not even sound good, sometimes its not even a criteria. You need to tweak your voice to match the character and sound like it, infact you need to be a good actor even more because it is an audio medium and there is no visual distraction, facial expressions or body language to cover up your dialogue delivery or drama in your voice with, here only your voice will have to create the entire picture. Especially today alot of original content is being created on various platforms in India and sometimes you do not even see characters you are recording for in front of you. You will have to visualize and voice the characters, so primary skill to become a voice artist - you must be a good actor!

Off course there are technical nuances such as your voice sound not be nasal, screechy, you should be able to sustain long dialogues with good lung capacity, diction should be good which all surely can be practiced and worked upon but what cannot be compromised is you have to be a good actor.

You have to a person who is a ease with whom you work with, you cannot throw tantrums, not showing up on time and not giving time post-recording, Invariably you will not be and we artists tend to be this way but balance and respect the people who have chosen you among all the other artists and not be transactional, just be good to them and be nice to them, I think that is a must for not just this but any profession.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

How can I emphasize this anymore but it is shayri, shayri..there is Urdu shyari. There is this joke among my friends that pooja is made of 6 elements - earth, fire, wind, water; space and shayri. I breathe urdu shayri, I love it so much. I am the person that I am because I read urdu poetry and people also call me jukebox; they feel in any situation and moment I will have shyari. I have learnt to restrict myself because not everyone gets it. I Love working out and go for my runs in the night, I run marathons, I have been with this institute for eleven years now where I do the body transformation batch and day is good when I have a good workout session.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

During the pandemic, the major challenge we all faced was to work from home. Thankfully our nature of work allows us to work from home, technology has made it possible for our profession to work from home. Imagine otherwise, if we worked at a car showroom, we could not have worked from home.

So that's a big kind of relief, not only in times of crisis, but even out of leisure. During pandemic, many artists didn't have their home setup but everyone started to invest and even the sound engineers started guiding the artists how to record using software. Even other artists were helping each other from where to buy and we have a whatsapp group where people shared tips on buying suitable mic and more. This is a beautiful reminder of brotherhood in the industry because of a crisis situation.

I don't know what to say but I always see silver lining and always optimistic. This was very sweet. Biggest challenge was to share the unreleased material for eg. If there is any show on Netflix that needs to be dubbed in Hindi or multiple languages, all the artists have the stations at their houses. How do we share that content yet to be related in that cloud space it was a risk, but all got figured out with studios, new contract new cloud spaces and new piracy policies came in place. It was fine for artists, as we had to record and leave but it was heavy on sound engineers part. We sailed. Pandemic was all about survival and we survived.

Post pandemic I am yet to discover I have just about started going to studio and what I have gathered from my fellow artists things are going little normal and going at a good pace. Our industry was not deeply affected because it is entertainment.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

I don't think I see any problem, now that I am a part of this industry, but I saw the problem when I wanted to be a part of this industry. Because voice dubbing is such an underground, unstructured and not very popularly known. But now with social media it is getting more public, but for example if I wanted to be a actor and I come to Mumbai, I will know which production houses, casting directors exist but you wont know where to go if you want to become a voice artist...



..It is a big challenge, and it should be diluted. Either it will be a fabric that could disrupt this industry or could remain as a protected feature or a bug in the industry. But yes it is a challenge for someone who is starting which even I faced when I was starting out. I am here because of a very dear friend Valabh when he was starting off as a dubbing director, he introduced to studio and that is why I am here today, or else how would have I cracked sitting in my home at Ulhasnagar.. it is a very close knit circle.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

In this era you are expected to work like a machine and churn out and negotiated everything is about money. We all have our EMIs to pay and foreign destinations to travel and demands money. so we know the chosen lifestyle for ourselves but do not forget we are an artist 1st and not very capitalist and not commercializing your art. Industry has a word saying Chap ke gaya like they are reading the script but theirind was somewhere else. They have to reach some other recording; its like hour by hour hopping studios and just churning out money and forgetting that you are an artists 1st. Riddhi and Siddhi both need to be balanced, so i want to say if i don't know if its incorrect or reminding major but I think collectively we must never forget we are an artist and artist paying. We as an artist commanding respect and we are not that wage earners who work for how many hours and we will earn that much. let's try to do something different us as a artist.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

We have just come out of pandemic and we are talking about future plans. Need to first reevaluate and reset the entire plans I have had until now. So my major thing is to put more time; energy and focus on making my company bigger and escalate the business. Up until now what was happening is whatever business I was getting as a producer was inbound in nature. We have plans and place to create more buzz about the company to make people aware about our existence so I can have a transformation of just being a full time artist and part-time producer to putting more energy in the production work and therefore striking a balance.



ROJITA TIWAR

FOUNDER & THE DRINKS COACH

DRINKS & DESTINATIONS

*Award Winning Drinks Writer, Educator, Consultant,
Podcaster, International Competitions Judge*

Most Influential Food & Beverage Industry Professional
Award 2020

Nominated for the 'Outstanding (Beverage) Entrepreneur
Awards by MID DAY 2019

TOP TEN WOMEN OF WINE IN INDIA by The Indian Wine
Academy (2013 and 2015)

📷 @rojitatiwari

☎ 9821766706



*Rojita has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am an Economics Graduate with a degree in Mass Communication. I was born in the state of Odisha and moved out of the home state in 2001 for further studies. Settled down in Mumbai in 2003 and started my journey in the drinks industry in 2006 as Assistant Editor of an alco-bev magazine. While it was all about writing and reporting about the wine and spirits industry in the beginning, soon I was spending a lot of time understanding and learning more about the place of origin of various drinks, meeting the producers, travelling, learning about production, styles, technicalities etc. of wines and spirits. Realised that some qualification on the subject will help further so I finished WSET Level 3 in Wine and Level 2 in Spirits (course provided by WSET School London, Wine & Spirits Education Trust).

In 2014 I left the magazine and founded Drinks & Destinations. A company/platform that provides content, brand consultancy, organises drinks tastings, events, and offers training as well as education on subjects such as Wine, Beer, Spirits, Travel & Hospitality. I am a certified judge at several International Wine & Spirits Competitions. I contribute to several reputed International as well as Indian drinks magazines and websites as an independent writer, launched the first experts' jury-based wine competition in the country back in 2014, host the first drinks podcast in the country - The Drinks & Destinations Podcast, co-curator of India's first consumer Drinks Festival, recently introduced a new spirits category in the country, received the Most Influential Food & Beverage Industry Professional Award by Asia Food Congress in 2020, and currently busy working on a few exciting new projects.



WHAT MOTIVATES YOU TO WORK?

There is a sense of achievement in knowing that you are breaking the stereotype, each day. Alcohol has always been a taboo in our society even though it has been a part of many cultures around the world. The fact that my job entails educating and uplifting the mindset of the consumers is satisfying. As a drinks professional what I am trying to achieve is to cultivate a positive thinking around the subject. To mark the border between enjoyment & abuse, to share stories from the world of drinks, to familiarise the subject, and lastly, to build a healthy drinking culture in India.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

At present, India is emerging not just as a significant market not just in terms of consumption but also production of world-class drinks, be it spirits, wines, beers, or non-alcoholic drinks. It is highly satisfying to be a part of this industry and to be able to contribute to this movement in one way or another. We do have many challenges in terms of restrictions on advertising, promotion, writing, marketing, production, distributions. In the beginning of the career, it was also challenging as a woman making her way through this male-dominated industry. However, over the years things have improved. It is wonderful to see more and more women are choosing career options in the drinks industry.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am constantly invested in learning new things. I have learnt basic French language, and during the lockdown started learning Spanish. I occasionally paint, love to read books that have high emotional quotient, I am a trained singer, like to discuss good tv shows or a movie on any given day. During school days I wanted to grow up to be an archaeologist as I thought I would be able to discover fascinating stories of bygone era. I believe that traveling and exploring new cultures enriches the mind, heart, and soul.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

The important skill required to excel in any field is qualification on a subject matter followed by a career choice that is driven by passion. There are many perks of being a drinks and hospitality influencer, educator, writer, mixologist, or a specialist on the subject matter, however, the only thing that can help you stay true to your craft is to maintain your individuality, get inspired but stay original, and nourish the constant urge to learn and upgrade.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

if you talk of being irrationally passionate, it could be the love of a good story, be it the story of a great wine or a spirit produced in some corner of the world or a great movie or TV series with an exciting storyline convincing enough to take you along on its own journey. In fact, this passion has led me to co-curate a wine dinner series called 'Story In A Bottle' where we host a small group of people over a sit down dinner paired with 5 different styles of wines with interesting stories that are shared through the evening.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Drinks industry is correlated with the hospitality sector which has been massively hit due to the pandemic. Although drinks producers have somewhat recovered their losses with the sales picking up post the lockdown, it is the service industry which has taken a heavy blow, especially bars, night clubs, restaurants, hotels along with event organisers, and professionals conducting training and tasting activities.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Stay curious. Keep honing your skills, contribute as much as you can on building a healthy community of likeminded people, and enjoy the ride.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I believe that future plans are best left to the future. Right now, it is a work in progress.



SALIL ACHARYA

RJ, VJ, PODCASTER & ACTOR

Hosts radio show on RadioCity since 12 years & a b4u VJ for 18 years

Best RJ at NEW YORK FILM FESTIVAL

Won ACEF awards, Golden mikes & radio and music awards

📷 @salilacharya 📞 9820006973



Salil has pledged to grow trees and help protect our mother earth

**WINNERS
2020**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

It has been an all in one over the last 2 decades with radio and tv being the primary contributors .. but in this fabulous journey I have also done 4 Bollywood films in which the mega hit Aashiqui2 and Awaarapan were there and now also have one of India's most successful podcasts on Spotify, so it truly has been an audio visual experience for me ..and add to that the natural progression to producing so I'd say it has been an amazing roller coaster ride

WHAT MOTIVATES YOU TO WORK?

For most people they get up to go to work .. I get paid to speak , whether on radio or TV. How can I call that work .. so its the easiest thing in the world for me .. which is why I love waking up spending time with my self on radio at 6 am and starting my day.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

To constantly keep myself relevant , the audio visual world is the fastest growing and changing medium where a 15 year old can be more in touch with the current scenario than you, so u have got to change and value add .. otherwise you will become a dinosaur real quick .. so when u do change its incredibly satisfying.. like when I started to produce digital content 5 years ago .. no one thought there was a market.. or when we started making podcasts it was still such a new world; when these gambles pay off it is incredibly satisfying.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

That I actually never left anything. I've been acting RJ'ing and VJ'ing for almost 19 years and all mainstream channels. So when people tell me I am the jack of all trades It is a matter of pride for me that I did manage to garner a fair degree of success in every single field

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I think knowledge and a sense of honesty is required to really succeed - it is one thing you can become Shahrukh Khan, but u need to be realistic and actually make that call whether you can actually reach there ..I think this is the most important facet to succeed in our industry.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I love food and working out. Both can be counter productive to each other , but I cant live without both of them.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

It's been the worst hit because entertainment is the last thing to bail out in these times and it has been really hard to get things back on. This is me talking who has his hands in like 10 things, but one has to just give in, adjust rates , work schedules and most importantly Egos. So restart and then try and succeed.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

For me just letting everyone know that I could do everything was the toughest. When I started producing they all felt like really isn't he just an RJ or a VJ? how can he produce in flight entertainment for a whole airline and I was like yeah of course I can. I never felt the need to make things out to be larger than they were , and sometimes its gone against me, but eventually I have always believed that if you work long and hard enough they will all eventually be won

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Just keep at it and don't let anyone tell you it cant be done, but be realistic & you can literally move mountains.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

just to do more of the same .. to employ more of my freinds in my production house so it can always be one big party at work ...



SATPAL WALIA

FOUNDER & CORPORATE MUSIC TRAINING STRESS BUSTER MUSIC

One of the first in the country to introduce Music Learning as a stress relief activity at corporates

After intense auditions, secured a spot at Berklee College of Music, Boston and is now an alumni of this prestigious music institution

Original track "ILLUSION INJECTOR" topped the international charts on number 1 for 3 weeks and was featured in HINDUSTAN TIMES

Performed in a T.V commercial with Bollywood singer Sunidhi Chauhan for Idea Cellular

Shared stage and opened for international band "Rasmus" from Finland

Shared stage with the Bollywood legend A.R Rehman's drummer Mr. Shiv Mani in Delhi at Auto Expo

Achieved second place at all India level for Yamaha Rock competition at the Asia level

 stressbustermusic  8879430046



*Satpal has pledged to
grow trees and help protect our mother earth*

**WINNERS
2020**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I was born into a North-Indian Sikh family, brought up in Mumbai. Early on while growing up, I was introduced to the traditional Sikh music based on the Hindustani classical music. But again being born into a family of engineers, I could only justify my passion for music as a career. There were also other social pressures which considered engineering or medical profession as the only career that defined success. With enough motivation, I took a brave step and left the chosen path and decided to create my own. Soon after I was a part of two rock bands - Metal Messiah and PsydFX.

My first instrumental song "Illusion Injector" defines an out of the box approach with a steady set groove, that resembles the social pressure mixed with the out of the space, psychedelic guitar effects, that motivated me to define my own path.

After rigorous examining and auditioning, I was awarded a 2 years masters program in music composition in the world's most prestigious music college "BERKLEE COLLEGE OF MUSIC" in Boston where I went on to gain the most valuable experiences of not only music but life.

In early 2009, I founded Stress Buster Music, with the first ever unique concept of enabling corporate employees with an art of learning music while at work.

After returning from Berklee College of Music, I went on to design unique learning techniques ...



for Stress Buster Music courses to offer an edge above to learning creative art forms and bringing wellness to participants.

Ever since, Stress Buster Music has trained over 5000 employees across 28 companies including Reliance, Zee TV, Lodha, Mastek, 3i infotech, HSBC, IDBI to name a few...

Alongside, I was then a part of a Duo-Band named Sangeet Anand, which was a tribal fusion of electronica music and Indian folk instruments. We went on to perform at Gateway Of India Tribute, Matheran Green Festival, World Mouth Harp Festival, Healing for Nepal relief concert among others.

WHAT MOTIVATES YOU TO WORK?

My work is literally my passion. Music has not just been the artist side of me, but I have been fortunate enough to turn it into a successful business where I only deal with happiness i.e., while teaching music.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

I always feel a sense of doing good when I see the joy on the faces of the corporate employees who commit themselves into learning a new art form – be it learning guitar, which many have been planning since their college days but could not or keyboard or be it vocal singing. Irrespective of their tiring and stressful work schedules ; the moments they spend while learning an instrument sends a sign of relaxation and stress reduction impacting their lives. Each tune or song learnt and executed, brings immense confidence, self-worthiness and a sense of fulfillment which in turn is the most satisfying thing about my work.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I enjoy a variety of outdoor activities including hiking, riding and working on my motorcycles. At times, I also practice yoga and must confess that I love to indulge occasionally on vegetarian thalis.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Genuine, Consistent and Persistent. There is no other way in this field. You either have been blessed with musical talent or been given ample opportunities, the only way to succeed is to be consistent with riyaz or practice on your principle instrument to be in the current scene or to become legendary.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

In today's modern age, call it passion or a necessity – Nature is something I am irrationally passionate about. With cities being crowded more than ever – I decided to move to Goa; where I now can think more clearly. Look deep into the nature and you will understand everything.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

When I started my journey in corporate offices, there were many busy Vice Presidents and other higher ranked officials who would approach me and ask if I have online music sessions. To me it just sounded not-so-effective way to teach guitar online. But when pandemic hit the world – everything changed. This is where the Industrial age went and Information age took over.

I ventured immediately into the online space where all the participants were more than ever enthusiastic to join the sessions to learn new artforms during lockdowns. Successfully soon the students were picking up every lesson and playing tunes/songs and Stress Buster Music proved to be an instant hit among children specifically. Online learning also has enabled me to also connect participants across the globe from London, Boston and more..with ongoing sessions across various timezones.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The biggest challenge has been to make a certain few participants understand that Learning Music is an Art form, not a shortcut – It cannot be achieved in one go. Practice, practice and more practice will refine the art of playing any instrument with time.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Freestyle is Lifestyle.

Too much stress or worries are only going to take away your present. So live it every moment in the present and consider this as your forever lifestyle.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I look forward to creating my Music Bank while jamming with various artists in pursuit of experimenting new sounds and genres.



SHIVAANI SEN

DIRECTOR

ZYTECH SOLAR
& MASTER OF CEREMONIES

Heads various projects in Megawatts across India & hosting biggest shows across India and abroad-corporate events

Mrs. South India 2019 1st RU

Best Emcee India (Br) EEMA 2018, Pearl of Hyd 2016

2017 TCEI Events Excellence Awards

📷 @mcshivaanisen 📞 9000081373



*Shivaani has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am born and brought up in Delhi. I started working pretty early in life. A friend casually asked me to host his event, and I took it up. Never looked back after that. Alongside hosting, I modelled for various brands on TV & Print. Mrs South India had also happened suddenly. And was amazing experience.

But I have never liked stagnation.. I like new experiences, learning, diversifying and taking risks. My experience with the power industry started last year Zytech Solar India as Director PR. It's a very different and challenging industry.

WHAT MOTIVATES YOU TO WORK?

Honestly, I had never thought very deeply about that till you asked. Well as Master of Ceremonies, I have been able to bring smiles to my audience, inspire them with power of words, sometimes bring back a forgotten memory from childhood or college days, sometimes give them food for thought. So quite honestly, it's my audience, their smiles, their appreciation that motivates me.

As a Director, when the client says he has started saving a big amount after going Solar and knowing the fact that I am playing a small part in making sure our future generations breathe fresh air, motivates me.

Money is never primary, money will always come where there is passion & dedication.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

In events industry, most satisfying is the creative freedom that's given most of the time. I remember once I was taken to host an evening for International Convention for Weddings Fraternity (ICWF) which was a Mehfil of kathak performances, shayari... so I suggested to the creative director, that I host it as "Chandramukhi" the seductress instead of Shivaani. He agreed, and that creative freedom made the show unforgettable. We literally are actors on the stage, putting on a different persona for a protocol event and a very different for a pre wedding event.

Challenge in our industry is that expectations from the master of ceremonies are very low. Sufficient data and time has to be given to a host for her to write relevant content. Because of this we stagnate. We keep doing the same safe things again and again. Event curators need to work with an emcee right from the start. I love those events when I am part of the team. And THEN, the minds of Client, event curator & me are in sync.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

Well I don't know if interesting, I was on a show in Dubai, post which I accompanied my co-host who was registered for the jump (sky diving). There I saw people falling from the plane and parachutes opening... my heart started racing and just one thought came to my mind- If not now then when? And just like that on spur of a moment I did for my first jump. Not many people know about that wild side of me.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

A Master of Ceremonies is an orator & sometimes an actor on stage donning different personalities, so primarily, you need to be great at communication with audience. Speaking in front of a large crowd with ministers or IAS officials, heads of Armed forces, CEOs, National international award winners, legends can get anyone nervous. A self confident (not pompous) person can handle that pressure gracefully. And that confidence requires experience. It can't be taught how to judge what a certain audience may like to hear. What & how I will talk in a dealers event is different than a gaming company's and is different than a wedding event.. Every event's audience is different. So the ability to judge and adapt is important.

you need to be a positive person and just focus on your own work path. I have seen several hosts get dishearten and do stupid things seeing contemporaries doing better work than them. It's important to focus on your own strengths and respect other people's paths.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I used to say Health and fitness to this question some 15 years back but now it's a way of life.

I'd say - Music. I love Sufi music, ghazals, Bollywood, pop, rock and some electronica (thanks to my teenager). Music I think is the only thing in the world that has the power to spiritually cleanse and elevate you. Sufi songs so that for me. Music is the only thing that brings everyone together. Music is as close as one can feel about love.

I am also passionate about books. Mostly on psychology and history. They tell us so much about human mind and history. Reading psychology has made me become more understanding knowing that all humans are flawed and we must just try to better ourselves. History teaches us that it keeps repeating. Apart from that I do indulge in non fiction as well.

Travelling is another thing I love and thanks to my job, I get to do that very often.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Events is an unorganised sector. We aren't officially an industry yet. And due to the pandemic there's been a lot of damage to the company owners, freelancers, vendors.

Pre pandemic, the work was booming.

Post pandemic, due to Govt regulations and fear of the spread, there's much lesser work in the market than before. Many companies have shut, merged, jobs lost, depression, suicides.

We must learn from history. Such times have befallen humanity in earlier too. We must be resilient, we must explore different avenues, and stay afloat. This too shall pass.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

It's not all roses & rainbows. For the outsider it seems like it's all party & beautiful dresses, meeting celebrities. Truth is you've got to make yourself worthy to be there up on that stage.

You're your own PR, own script writer, your own digital media manager, your own Business consultant, your own makeup artist, stylist and more. There's no guidance about how to go about working in this field. And when new comers join, the initial success goes straight to their head and I've seen many ruin their bright futures.

The massive challenge I constantly face is of stagnation. I keep yearning for something creatively different. If I know I can do it easily, then I am not learning anything, I am not doing anything new. Monotony is death of your career.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Don't aspire for luxuries as the end goal. There's no end to it. Bigger house, bigger cars, International holidays, designer bags, etc etc etc.

End goal should always be giving your best to each project, challenging yourself each day, and live in the moment with your family & friends. End of the day, a small house can be a happier home, if it's filled with laughters and memories. Make those real memories now (not for social media).

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I have stepped into the field of acting and my first project is coming out soon. I have acted in a beautiful romantic song which will be out soon. Can't disclose much about it right now. I am dedicating 2021 towards recovery and learning.

Much in store from June onwards



DR. SHRADHA MAHESHWARI

NEUROSURGEON

DR. R. N. COOPER HOSPITAL
& HBT MEDICAL COLLEGE R.

Third female Neurosurgeon in Mumbai & 15th in the country

Founder and Head of Department of Neurosurgery (first superspeciality department) at a BMC run medical College in suburban Mumbai.

Founder and Head of first, dedicated stroke unit in suburban Mumbai at the Trauma care center, Jogeshwari

📷 @sdrshradhamaheshwari 📞 9892686274

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Always wanting to be a doctor since my childhood, I have always believed that my path has been a journey of destiny. It was plain destiny that got me into Neurosurgery and then this opportunity to set up a department. I have always been an optimistic personality, may be that's what gave me the patience to create a department in a government run medical College. Certainly not a fairy tale but my journey so far has been a very satisfying one as things are taking shape the way I imagined them to be.

WHAT MOTIVATES YOU TO WORK?

What could be more motivating than a job that allows you to help so many in their most stressful times. Having a disease in your brain or spine is one of the most devastating experience in anyone's life. Neurosurgery helps to lead that experience into a favourable outcome. Seeing an unconscious person gain consciousness or a paralysed person being able to walk again are the outcomes of being a Neurosurgeon. It's humbling when you have been chosen for such a job.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Dealing with organs like brain and spine need utmost precision and there's no scope to err here. This is the most challenging part about Neurosurgery that it's a job of perfection. Like I said earlier if you achieve this, it's a game changer for the patient.



*Shradha has pledged to
grow trees and help protect our mother earth*

WINNERS
2020



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I guess I am like any other normal human being. Good food is my weakness, music is my soul soother and if I weren't a Neurosurgeon, I'd probably be doing something related to art.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I think knowledge and a sense of honesty is required to really succeed – it is one thing you can become. You have to be a perfectionist and yet be forgiving as you might do the best of your job but the outcomes are never in your hand. These are the organs of destiny so you have to leave certain things to luck. One must be able to have and give hope even when everything looks dark. You need nerves of steel to be in this profession and then the profession embraces you as you grow in this field.

h Khan, but u need to be realistic and actually make that call whether you can actually reach there ..I think this is the most important facet to succeed in our industry.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Women empowerment and education is something that really makes me feel that needs to be looked at. Although a lot is happening on this front, doing more is definitely required.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

This industry never stopped. Actually the Pandemic brought into focus how much the public health sector was neglected till date. The industry was boosted and upgraded on priority. I hope this focus remains and our health care sector is kept on the priority in the coming years too. As us healthcare workers are concerned, our work has never stopped.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Firstly getting people to believe that a woman is going to operate on their or spine used to be my biggest challenge. Fortunately things are changing now. Secondly what most of the neurosurgeons struggle with is that there's very little awareness about this field among general public. So most people think that Neurosurgery is only brain tumours but our spectrum not only includes brain but also spine, peripheral nerves, skull base surgery etc. Hopefully with the number of Neurosurgeons increasing people will become more aware about this field.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

This year we lost doctors and health care personals more than even in the military. People took their time to understand the infection but hopefully they will get the vaccination done with open mind. Most of the medical personnel have stepped forward to reassure everyone about the safety of the vaccine so people would be more confident about it. I hope their efforts would not go in vain.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Having developed the department now, I wish to create more awareness about Neurosurgery in general public. Also I want to develop a state of art rehabilitation center for people with neurological problems to aid in their recovery.



SHRADHA VYAS

FOUNDER

CARPEDIEM EVENTS PVT. LTD

Meetings, Conferences, Launches, Award Functions, Exhibitions, Activations, Road Shows, BTL, Branding, Retail branding & more

Constructed 420 sqm booth for RAK Ceramics in 5 days

📷 @runaway_jugni 📞 9870975805



Shradha has pledged to grow trees and help protect our mother earth

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Looking back to how I started, I would have never imagined that the Event Industry would be my calling. Interestingly I was pursuing a career in Psychology in College. But somehow it wasn't for me, and without a hitch I switched to a more interesting subject of Bachelor in Mass Media. I had the opportunity to do a part time event in college, and I knew then this is what I want to be doing, and ever since then there has been no looking back. Now it feels like all eat, sleep and breathe is Events.

WHAT MOTIVATES YOU TO WORK?

At Carpediem, we are always striving for Innovation, Out-of-the-Box ideas. The thrill to create something unique fuels my passion, and looking at the Client enjoying themselves at their Event - that satisfaction can't be put into words. Our success is not measured in monetary terms, but in fact by how much the Client appreciates our work, that gets me out of bed daily.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

With Exhibitions - I think all the emotions play together. It is extremely Challenging when you have to build something from the ground up and execute to perfection in 3 days' time. But definitely the most satisfying part is when we see our efforts come alive and the show is on the way.



Being a woman, this industry is extremely challenging – in all aspects. I had to really work on my communication skills, PR skills, managing skills – especially commanding a labour work force full of men. The road to Carpediem wasn't easy, but certain worth the effort.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

With Exhibitions – I think all the emotions play together. It is extremely Challenging when you have to build something from the ground up and execute to perfection in 3 days' time. But definitely the most satisfying part is when we see our efforts come alive and the show is on the way.

Being a woman, this industry is extremely challenging – in all aspects. I had to really work on my communication skills, PR skills, managing skills – especially commanding a labour work force full of men. The road to Carpediem wasn't easy, but certain worth the effort.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

At first look, it's what everyone sees – fun, understanding, calm. But Nice Girls can Bite!

Being in the Events Industry, it was necessary to command with authority, and the only way to do that was by being tough, strict, but sometimes in the heat of the moment, a different version of me is released. Unfortunately, we would have to work together for you to learn that side of me.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Managing Skills, PR Skills, Communication Skills – because in this Industry, its all about the Client. How best you service the Client – defines how well you are doing.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Travel, Eat, Travel – Repeat. I am a Solo Traveller, I love to experience new places, new culture, new food, new destinations. Travel is the best lesson a person can experience in life.



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

I guess the word to explain pre and post is FULLSTOP.

business is in the Real Thing. A Billion Dollar industry come to a stop – is undoubtedly the most hard hit. Yes, many are opting the Virtual Route – but long term, meeting real people, networking, business deals, that's the real thing!

4 months Post Pandemic lockdown – things are still bad, but the future is looking bright, and we see the light at the end of the tunnel. Events, Exhibitions and more are just around the corner, and we are waiting to WOW you again and again.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

To start with – the Events Industry is a very competitive industry. There's always someone around the corner to lower their price to get the business. It's also a very labour oriented industry, means managing them is a huge task, and sometimes not an easy one. When compared with International Events and Exhibitions where they get 1 month to do the setup – whereas in India we get only 3 days to do the same thing. There are a couple of challenges, but isn't that what makes us stronger.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

If you dream it – go for it. If you believe in it – do it! Nothing comes easy – but if the vision is there, hard work will take you there.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

The Future is started to look bright again, our industry is opening its doors again – and we are going to play to our strength – focus on events, exhibitions, campaigns and activations. But the Future plan is to move towards bigger Corporate Accounts which offers more stability during the times ahead. Then again what 2020 has taught is – the future is unknown, but we will survive, we will thrive.



SUCHITRA MALAVIYA

VICE PRESIDENT

TEMASYS

*Driving quality improvements on the inside
and customer success on the outside*

Increased revenue from few thousands dollars to more than 100k dollars in one of MNC. Also successfully launched Singaporean MNC in India

Won Eight President Club awards

Active participation in Children Charity Organisations like Smile Foundation, Unicef, Cry & Ketto Org

📷 @suchitra_malaviya 📞 9321870002



*Suchitra has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I began working intensely at the age of 18 soon after my HSC at Dental College & Hospital, where I learned people management skills. I changed my job at the end of college because I wanted to gain professional experiences interacting with people, so I joined Jet Airways for three years. From there I made my career in Sales for more than 15 yrs in Telecommunications & IT services Industries like Reliance Communications, NTT, PGI & Temasys. These organizations taught me valuable skills in conflict resolution, customer service, business development, stress- time-people management.

WHAT MOTIVATES YOU TO WORK?

Success and Achievements motivates me.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

In sales, Relationship building is most satisfying and most challenging is explanation and answering questions of the prospects.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I attribute my sales record to my competitive nature. I'm always looking for new challenges & quite adventurous too.. Running & Cycling are part of my routine. I love reading fiction & writing blogs sometimes.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I feel to succeed in any field you should be a good listener, excellent speaker & problem solver. I always wanted to be fast, strong, powerful, wise, successful and by grace of God I AM now.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Spending time with family / Friends, listening to podcasts, running, reading are my passions.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Thankfully, IT services (SaaS / CPaaS) didn't face any challenges.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Two Mantras I follow personally. First, Happiness is your responsibility. If you depend or wait for other people to make you happy, you will always be disappointed. Second, Choose well your words. They will go marching down the years in the lives you touch. Timely Words of encouragement will always motivate others to perform well. Be a relationship builder instead of a salesperson. A good salesperson will provide value, understand, and help their customers to achieve their goals.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I want to see myself in Forbes list of World's 100 Most Powerful Women.



RASHI SANON NARANG

FOUNDER & CREATIVE DIRECTOR
HEADS UP FOR TAILS

*founded Heads Up For Tails in the quest to help pets
lead happier, healthier and more comfortable lives*

Winner of Lufthansa Runway to Success, 2016
Shesparks award by Yourstory: 2018
World Branding Award: 2017 and 2019
Asthitva Samoan award
Shethepeople TV- Digital women award
WEF- Exceptional Women of excellence award 2018
Global CSR award; Asia women Icon award

@rashishn 9810045100



*Rashi has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

My love for animals began quite early on and I remember spending a lot of my childhood playing with our family dogs. I also spent a lot of time in the garden watching everything from the birds to the ants. So, it's safe to say I've always been an animal person.

After I got married, a little puppy named Sara came into my life. I was solely responsible for her and when she turned 1-year old I really wanted to get something special for her. Instead of that special present, I found that the range of products for pets was very limited. So I designed something myself and had it made for her – and this was the start of Heads Up For Tails. It was founded on a simple innocent wish to make our pets' lives more comfortable and joyful because they really deserve the best.

Today, 13 years later, our little homegrown business has come a long way. We have 40 stores pan-India and a growing online presence with a portfolio of more than 5000 products. It has been a surreal journey with many ups and downs but every day spent nurturing Heads Up For Tails has been nothing short of incredible.



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

From the start, our aim has been to make products and provide services that cater to the needs of pets and their families. So we have always stayed in close touch with our customers to continuously innovate and better our offerings. A happy by-product of this commitment is getting to know and being able to see so many pets grow up! It is extremely fulfilling and encouraging to see the positive role our products play in the lives of these families.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Seeing and knowing that through my work, through Heads Up For Tails, I am making a small contribution to making a pet's life fuller, richer, healthier and more comfortable makes my heart full.

A special, truly satisfying milestone was setting up the Heads Up For Tails Foundation last year. This was a long cherished dream of mine. Through this platform, we hope to play a positive role in animal welfare by educating our society and building agents of change who work for a harmonious existence between humans and animals.

The most challenging part of the journey has been to carve a path where there was none. When we started, the pet industry was tiny, fragmented and unorganized. There was no one to learn from, so we spent a long time learning and then educating our customers about the importance of our products. Product development itself was a huge challenge because vendors hadn't made these products before and weren't very open until recently.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I'm a voracious reader. My reading time every day is my most special time of the day. It opens my mind to fresh perspectives and I cannot recommend it enough.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I believe that grit and perseverance has taken us a long way. Passion for and understanding of dogs and cats also provides the extra edge. Only if you truly understand the species you are serving can you build something special out for them.

Other than that, just like in any other career, or well, in life, you need to believe in yourself especially when no one else does. And you will thank yourself later.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I'm incredibly fascinated by nature and wildlife. And I love traveling. It's my dream to be able to visit 100 countries during my lifetime and to truly relish our diverse, wonderful planet.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

We have seen a positive influence as a result of the pandemic. The demand definitely dropped at the time of lockdown, but what eventually emerged from it was an increase in the number of pets in the country. Also, as people spent more and more time with their pets, their bond became stronger and we got the chance to cater to the growing needs of pet parents to provide only the best for their pets.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The pet care industry is still very niche and the overall market size is tiny as compared to other sectors. It is also quite fragmented and unorganized.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

I always say: Follow your dreams and listen to your heart. It's always a tiny whisper, but your heart knows what to do!

I'd like to leave you with a quote that has inspired me in the hardest of times when I felt like I had nothing to move forward with:

"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."

— Martin Luther King Jr.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

We hope to close out another 20 stores this year to reach 60 by the end of 2021. Some are already on the way. We are also working on some incredibly exciting new products, and on expanding our online presence through our website, www.headsupfortails.com.

But for this year and every year, our biggest goal is to ensure that every pet leads his or her best possible life.



SUJAY JAIRAJ

ENTREPRENEUR & EDUCATION ICON

GOLDEN CHEMICALS
& MAX EDUSOL

*Conceptualising institutional & sports infrastructure,
construction and design*

Recognised as Times Education Icons for being the best in the Education Industry 3 times in a row - 2017, 2018 and 2019 for JNS, JNIS and CNS

Successfully completed Leading Schools: Certificate in School Management and Leadership programme, a combined initiative by Harvard Business School and Harvard Graduate School of Education in July 2020. A course based on selection (by application) only, with excellent insights in School Management & Visionary Leadership for the future



*Sujay has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I completed graduation from Narsee Monjee College of Commerce and Economics & went on to pursue a Masters Degree in International Management at the University of Strathclyde, Scotland where I stood as the youngest President of the University's Management consulting Club & the Sports convenor for the hall of residences. After returning to India in 2004, I got involved himself in the family business - Golden Chemicals Private Limited. Being passionate about the philanthropic activities of the family I involved himself in the upgrading of infrastructure and technology at Narsee Monjee Educational Trust's - Jamnabai Narsee School & Jamnabai Narsee International School. This was followed by acquiring the decision-making authority from the Board of Trustees in all major areas & expansion of the Educational Institutes. Mr. Narendra Modi handed the Memorandum of Understanding to myself on January 2013 for Jamnabai Narsee School, GIFT City. This school became the first school with Green Building GOLD Certification in the State of Gujarat.

As a sports enthusiast - an ardent / advanced skier, a former national level badminton player & currently an aspiring national level pistol shooter, I founded a group of Mumbai Cycling Enthusiasts, which current has over 18000 members, and is the largest cycling group in the world focused on fitness, fun and adventure. With my passion for sport, I have ventured into producing motivational sport films - with Saina Nehwal Biopic being the first project with other inspiring stories of champions in the pipeline.



In 2016, Chatrabhuj Narsee School – based on a sprawling 3 acre campus with state of the art facilities, was started by myself and in association with Methibai Devraj Gundecha Foundation in 2016 and currently is one of the largest international schools in the country, with more campuses coming up in other cities.

I am also a Managing Director at MAX Edusol Private Limited which provides 360 degree support and services in planning, setting up and operating new K-12 institutions. Conceptualising institutional & sports infrastructure, construction and design aspect has always been a subject I love and enjoy, and have been fortunate to able to learn and upgrade my skills with practical experience with Indian & Global architects and teams in executing world class projects. Taking my passion further in the field of school planning & design concepts, I managed to successfully completed The Architectural Imagination, offered by HarvardX – An initiative of Harvard University.

My business is in the chemicals industry
My passion is Education
& I am a sportsperson at heart.

WHAT MOTIVATES YOU TO WORK?

I have been fortunate to be involved in projects I am deeply passionate about and absolutely love doing the work I am doing – which drives me to get up each morning and better myself each day.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The Education Sector. It gives me immense pleasure and satisfaction to see the fruits of all the hard work in the K12 Education sector.

The challenges are innumerable – with constant improvements required in all functions which include – Technology, infrastructure, Human resources, systems and processes, safety and security, standard operating procedures, etc, and even external which include government policies.

But when I see the reaction of the students and parents on the work we are putting in, our students outshining in careers around the world, the love and support from the community, the satisfaction levels are amazing, which drives me to do better.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I completely love sports and have been a former national level badminton player and aspiring national level shooter currently and a very passionate and an advanced skier too.

Which has led me to produce few inspirational sports biopics on sports. These are stories real life sports based from India – on how people from small towns and no support and infra have led to become Olympians and world champions.



WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Dealing with Human resource is the key I feel especially in K12 Education – as not only one is dealing with a huge number of staff, but also students and even parents – its all about human interaction – as there is no raw material or end product – its all human beings.

I do feel patience, being a good listener, being prompt and taking decisive steps is the key.

Self-discipline is highly important and being systemic and organised with having a long term plan and goal is very crucial.

Eventually as my grandfather used to say – The institution is more important than any individual – be it yourself or your team. One needs to take tough decisions with the Institution always at the centre.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I run a NGO – Urvashi Foundation (named after my mother) – where we work with highly underprivileged and tribal schools and provide support in various ways which include – financial, infrastructure, furniture, stationery, technology, curriculum, etc. (www.urvashi.org)

I have also founded a cycling group – Mumbai Cycling Enthusiasts in 2010 for fun and fitness, which has now become the worlds largest cycling community with over 21000 members. (Mumbai cycling enthusiast on facebook)

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The pandemic has disrupted the industry at a very fast pace, which would have taken years in the normal scenario. Though I do feel personal and physical connection should never be replaced for a student (even though tech can) – as the social skills, the physical development and extra curricular activities and the presence of a teacher in person can never be matched through technology.

There will increased use of technology in and outside the classrooms, but the physical model will be back as and when the situation improves.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Being a sportsperson at a competitive level, I have learnt early – on facing challenges, setbacks – but what matters is how we over come those challenges, how to we respond to various situations.

So each problem or challenge makes me learn and grow. That's what when one says – experience cannot be replaced. I love to learn something everyday, face each problem or challenge from the front, not be shy of any mistakes.

Till the time, we know we are on the right path, no challenge matters – it's all about the drive and motivation to get the work done.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Remember to have a dream
A dream that can better the world
Be passionate in everything you undertake.
A will to work hard with integrity, to achieve your goal.
Each one of us have come to this world for a purpose.
Lets explore our inner strengths and create a world we would love to live in.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

One step at a time – I have few exciting projects coming up, and even in my current work – the goal is to provide Education of the highest standards, keep innovating, keep learning.

My aim to be better than I was yesterday in my work and create institutions which will become landmarks and an example not only in India – but set global standards of quality and performance.



TWINKLE SAWLANI

CHOCOLATIER & COMMUNITY ENABLER

RICH CHOCOLATIER

Runs a coworking space based in Indore – Nexus Spaces and a handcrafted chocolates business named Rich Chocolatier

📷 @twinklingtwinklesawlani 📞 9039532499



Twinkle has pledged to grow trees and help protect our mother earth

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I was born and brought up in a Tier II city – Indore, Madhya Pradesh, India. I completed my schooling at Queens' College and pursued graduation and post-graduation from DAVV (Devi Ahilya Vishwavidyalaya) Indore itself. I have taken tuitions since class XI for almost 7 years. My first tryst with real work started with my internship in Digital Marketing simultaneously studying for an MBA back in 2016. It was a part-time job as a Business Analyst with RackBank Datacenters for 1.5 years. Simultaneously I started with my handcrafted Chocolate business "RICH CHOCOLATIER" catering to Corporate. Then I worked as a Moderator with Startup Angel, an online community for startups, founded by Mr. Ankit Tibrewal is composed of 25k entrepreneurs and professionals.

While looking for full-time opportunity post completion of MBA, got an opportunity to work with Incuspaze Coworking Solutions for almost 1 year and 5 months as a Community Manager (handling events, client relationships, community, and social media management), eventually got promoted to Center Head profile where I learned sales and business development and proper management of a co-working space. I successfully managed 300 seats single-handedly in Indore for 10 months. Post that in October 2018, I joined Mr. Vishal Mandhan and sailed the boat of Nexus Spaces!



Under the guidance of my boss and mentor Mr. Vishal Mandhan from the past 2.5 years to date, I became proficient in – sales, business development, client management, operations, social media management, admin & finance, events & community, post-sales services almost gaining a plethora of knowledge and managing 200 seats in Indore and looking forward to expand to other cities.

WHAT IS IT ABOUT THE WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

My determination; money is important but determination and discipline are quintessential. But I feel it's more about the goals, if I achieve one I set another; it's about aiming to move forward. The opportunities that come every day accompanied with certain uncertainties make it exciting when you brainstorm over deriving solutions. It's about how you team up with the Captain of the ship and the entire fleet of competitive colleagues and you learn something new. It's about the new possibilities and new dreams that you want to turn into an actual reality. This entire process in itself is absolutely thrilling and that's what makes me want to get up every morning with the perspective of a new beginning every day.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The daily routine operations are the most challenging part of my profession, it's like rope walking to handle those challenges effectively and efficiently without hampering the client's work and their business. The most satisfying part of my occupation is when I come home tired having made the day a fruitful one. The other most satisfying thing in my life is juggling my profession and my passion for delivering handcrafted chocolates; serving happiness (the tagline itself says that). I like the community enabling part of the industry the most and people with less transparency is the one thing that I do not like about the industry!

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

Oh, that would be my patience. A go-getter, a team worker and I don't give up easily. I handle a lot of issues on a daily basis but every day I start with a will that I will get it done and today will be a good day. Although over the period of time I have gained immense knowledge yet I prefer to keep my head on my shoulders and follow one simple mantra "I admit that I don't know everything" and I guess that's the key to learning and growing in life.



WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Skills that are most crucial to succeed in this career are communication, client relationship management, looking at business from a bird's eye view perspective rather than just salary point. Understanding finances, industry, and its functioning, running complete hassle-free operations, where clients can do their business seamlessly from your workspace!

At times, a person has to be of bossy nature to get the work done; at times you need to be harsh, sweet, to coordinate between vendors, client handling to run the center smoothly! It's like playing multiple roles and stepping into different shoes depending on different situations.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Doing my handcrafted chocolate business venture, scaling it up, my artwork - glass painting, card making, calligraphy, doing freelancing work, and taking new projects. I love nature hence I do try to spend time exploring new places whenever I can make the time. I love music, especially old songs indulging in that era, and escaping from the real world! It acts as a great stress buster.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Every business and industry is affected adversely by COVID, but the coworking industry being into the service sector got affected big time, as we operate from the revenues collected monthly from our clientele, and our business cycle flows that way! Pre-pandemic the industry was booming rapidly in Tier-II cities. Due to COVID, the business got shattered entirely for 6 months from June 2020 to Dec 2020, as of date, we are trying to cope-up again; the markets and slowly corporates and startups are coming back to work from the office. Although a major chunk of teams are working from home, I see a rapid change in working models of companies, corporates, and startups moving towards rotational shifts and a hybrid model of working from offices in coming years. I assume that post-pandemic things will be back on track with time, as it is said time is a great healer! Markets are coming to normalization and we are hoping the co-working industry to be back to normal very soon and hustling for that too! In January 2021, we are at 200 seat capacity and 85% occupancy!

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Rather than calling it a challenge, I would term them as situations. I learned how things work in the industry with time and executed every learning and knowledge with the journey of Nexus Spaces since October 2018...



..As it is said, accept things as they come your way and do that and there is not a single thing a person can't learn and execute if he/she wishes to learn! Knowledge and experience never go in vain! I would just call those situations speed breakers to make the rest of your journey successful.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

I am too young to comment on it but nevertheless, I can simply talk about what I have learned in my journey that encouragement comes from within. Not from any other source. Continuing and not giving up is important. Most people start with a lot of passion and zeal but it slowly fades away and what you need are Discipline and Determination. Problems will come and go. You have to keep fighting and beating your limits.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

With Nexus Spaces, we are planning to have a couple of Centers maybe 500 seats more in Indore in the coming financial year, and do multi-city operations with a couple of cities in India, maybe 200 seats additionally apart from the above numbers!

Future plans with RICH CHOCOLATIER are to enter into conglomerates with more products and serve more happiness!

With a consulting career, move further with freelance consult!

I am proficient in consulting startups, taking freelance projects, and taking challenges to deliver them! I am trying to build something into the digital era! Recently completed my Bachelors of Education, as I like to study and learn something or the other new as each tomorrow unfolds itself into today. I don't know what the future really has in store for me but I am pretty much happy to welcome it with open arms.

Just to sum up my 25 years journey, I would like to quote "The woods are lovely, dark and deep. I have miles and miles to go before I sleep."



VARUN RAHEJA

DIRECTOR

RAHEJA SOLAR FOOD PROCESSING

In 2019, the United Nations Environment Programme (UNEP) recognized his social innovation as an income-sensitive, climate-smart storage technology to achieve sustainable development goals


Awarded by Dr. Shirin Gadhia Sustainability Award in 2018 and his story has been covered by many national and international publisher like- The Better India, The Machine Maker, The Borgen Project, The Gulf Today and Telecast Canada

His social enterprise has won the Arunachal Pradesh Social Entrepreneurship Meet in 2020 and was selected among Top 10 Indian Enterprises in Powering Livelihood Program, a joint CEEW-Villgro Initiative



*Varun has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

 @varun.raheja.585  9039022866

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a philanthropist at heart and an engineer by skill, a 23-year-old who hopes to create a better India by helping those who really build the country - the farmers.

During my college days, almost half of my friends belonged to agricultural families and was struck by the reality that "no farmer wants his son to be a farmer" and realised that in the future there would be a dearth of food producers in India.

I then was on a quest to convert waste to wealth and to help the farmers were the two major areas and started concentrating on solutions and the result was Solar Dryer.

During my first year of graduation, I started experimenting with various methods to reuse and recycle waste along with converting home waste into compost. And to develop his research further I interned for three years under Padma Shri Janak Palta McGilligan at the Jimmy McGilligan Centre for Sustainable Development.

Following my love for nature and determined to resolve the woes of the farming community of India, I learnt the concept of cost effective solar dryers that would help prevent waste of produce cultivated by the hard working farmers, during my internship at the Jimmy McGilligan Centre for Sustainable Development.



Dr. Janak was a tough critic and she made it a point to make me excel in his work no matter how small it was. I was exposed to the problems related to farmers at the ground level and searched for a technology which could solve the farmer's woes. I worked on three projects during my internship and one of them was the solar dryer, a technology developed by German Scientists.

The solar tunnel dryer, as re-conceptualized by myself is much cheaper than its competitor and easily foldable to carry around.

In 2019, the United Nations Environment Programme (UNEP) recognized this innovation as an income-sensitive, climate-smart storage technology to achieve sustainable development goals. Also, in 2018, I was awarded by Dr. Shirin Gadhia Sustainability Award.

WHAT MOTIVATES YOU TO WORK?

I have things getting unused. I want to make value added products out of everything and right now I am following my passion to work for the most precious soul on earth; farmer. And, most important to help them value add their produce which otherwise goes waste or sold at very low rates during the season.

WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

When I work for the welfare of farmers in India, I am not alone to do the same. Wherever I go, I find like minded people working with same passion like me. It also helps us to settle at new place very easily because of the work that we do.

In the agriculture value chain, farmer is only person who get exploited the most. And, because of their loans taken from middlemen, they can't even come out from it very easily. They have to sell their produce to them only because they give them advance and buy produce from them every year. Even if we have ideal solution to solve their problem, they can't rely on us, because they find us temporary solution or the person who has also come to exploit them.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

Spiritual understanding, which actually helps me to stay motivated and realistic in this materialistic world.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

3Ps : Passion, Perseverance and Patience : For success in any career

To be more conscious about life & Use more wisdom



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Farming, Sports especially football, & nature.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Agro processing industry from which I am coming from has changed dramatically, during the time of pandemic farmers have lost thousand of tones of produce due to no market availability. It was a turning point in the industry, now farmers are coming for options to preserve their produce and sell when the market requirement comes up. Here, processing comes out to be very important which not only preserve their produce but also value add their produce.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Lack of infrastructure, Lack of cold storage, Expensive current technologies, Unavailability of technology and market in remote area, Control on market of middlemen, Low market rates during the time of harvesting, Control on market of middlemen is the biggest challenge from which we are trying to take out farmers.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

The quote of steve jobs that helped me alot when I had started my journey,

"You can't connect the dots by looking forward, you can only connect them by looking backward. " Everything happen in life for a reason, you just have to be patient and have faith on the creator.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Our future plan is to take our innovation to each and every state and aware farmers about the impact of food processing in their farming i.e. doubling of their income. We buyback unique products of each state and add them in our product range.

We believe in our innovation and business model and will constantly improve it.



VIGNESH SHANBHAG

FOUNDER

PROJECT RED

'Project Red' was founded on the idea that a person has two choices in life – to accept conditions as they exist, or accept responsibility for changing them

Spreading awareness, smashing stigmas, debunking myths & starting uninhibited conversations about menstrual health & hygiene

Successfully distributed more than 25,000 sanitary pads in the slum settlements across different parts of the city (Cuffe Parade, Colaba, Goregaon East/West, Dahisar, Mankhurd)

@the.musafirproject 9833124406



Vignesh has pledged to
grow trees and help protect our mother earth

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I'm a 22 year old graduate student from the University of Mumbai. Over the last 3 years, I've studied two courses parallel to each other – a Bachelors In Arts (Economics Major) from Wilson College Mumbai and a Undergraduate Certificate Course in Advertising & Mass Communications from the ISDI WPP School Of Communication. I have actively worked and interned for multiple companies over these past few years of my study, because I feel industry/on-ground experience is the best way to learn and gain knowledge about any field in today's fast paced world environment. Some of the companies are – Contract Advertising, Genesis BCW, Raw Pressery, Belgian Waffle, Insider.in, Tinder etc. Being an aspiring Marketing & Communications leader, I am planning to study a Masters Program in a foreign university in the months to come.

Immediately after my 12th grade, I was fortunate enough to be selected as a 'Student Country Ambassador' for India, by one of the Rotary Clubs in Mumbai, under the Rotary Youth Exchange Program to Salvador, Bahia, Brazil. I had the opportunity to explore another culture, learn a new language, travel around the country, and truly become a global citizen. That year was completely life changing for me. All the experiences that I've had and the bonds that I've made, living away from familiarity and far away from my comfort zone in a foreign country is unlike anything else I've ever experienced...



My exchange program is the highlight of my life and it is safe to say that i wouldn't have grown half as mature as I am today without that wonderful year. It has taught me essential leadership and communication skills and has helped me become spontaneous, free-spirited, more accepting of individuals and situations and more grateful.

Apart from my studies, I have also been involved in a lot of social work over the past few years. I'm somebody who feels very strongly about causes such as Climate Change, Mental Health Awareness, LGBTQIH Rights, Women's Rights, Animal Welfare, Environmental Cleanliness - and hence decided to try and do one big thing for each of these causes as my contribution to society. I have already ticked several of them off my list. Waste management is a really big problem here in my city and hence I started out by helping an environmental activist with beach cleanup drives in Mumbai. We would gather groups of around 100 people twice every week and go and pick up waste across beaches in my city. Over the years, we could see significant change and that really delighted me! Further, I collaborated with an LGBTQIH Activist to organize the Mumbai Pride Parade, which is an annual pride gathering held in my city. Being actively involved in many more campaigns as such, made me feel alive and gave me a sense of purpose in my life. It made me humble and empathetic.

My greatest campaign which is also running at the moment is 'Project Red', an organization where we work really hard in spreading awareness, smashing stigmas, debunking myths & starting uninhibited conversations about menstrual health & hygiene. We started out with the goal that no women in this country should go without basic sanitary care, especially during these trying times of a pandemic. We have successfully distributed over 25,000 sanitary pads in the slum settlements across different parts of the city (Cuffe Parade, Colaba, Goregaon East/West, Dahisar, Mankhurd) and are expecting huge consignments (10,000+ sanitary pads) that will be distributed soon in the days to come. Apart from having an extensive distribution & supply chain network, we have partnered with multiple other organizations working towards the same cause. Our goal is to distribute 100,000+ sanitary pads in the coming few months. Hopefully as more donations pour in, we can achieve a larger target!

WHAT MOTIVATES YOU TO WORK?

Helping others and empowering people is what motivates me the most and pushes me to wake up every morning. It doesn't matter whether it is a colleague, friend, relative or even somebody who is a stranger, there are times when the people around you need that extra drive to get going. I relish the opportunity to reach out to such people. It gives me a sense of confidence and belief that I can be of some help. The idea that I might provide a solution to someone's problem is what motivates me to do a good job. To understand and empathize with people is crucial! If you have the ability to put yourself in others' shoes and look at life from a different perspective, it's really a god's gift. You do not want to make anybody feel inferior or incapable of solving their own problems. I try to be positive myself. This allows me to instill the same optimism onto others when they need it the most. Lending a helping hand is about making the person feel upbeat, energetic and positive; and all of this has helped me a lot in launching social campaigns such as Project Red. Last but not the least, it is the smile on an individual's face after you've helped them - it really has some power and magic. Knowing the fact that my hard work and perseverance will help me achieve this is what keeps me going.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

I really like the fact that one can start seeing the change slowly & steadily as a campaign progresses, and this change takes place both inside and outside an organisation. When we started off, we were only a team of around 5-7 people who purely wanted to address the sanitary pad crises that started because of the pandemic and the main way to do that was to distribute sanitary pads. I honestly didn't know that this campaign was going to grow so much and gain so much support and love from the people. As time passed, our team grew and everybody working got really serious about this initiative and by then we had distributed a huge amount of sanitary pads helping more than 10 different communities. THIS is where we all realised that we are on the right track and personally for me it was very satisfying. Something that I really like and enjoy is going for the sanitary pad distribution drives! It's really fun because we get to interact with the local people and they are so warm and kind to us!

Something that I find most challenging is the fundraising part of a campaign. Initially, when we started off, huge amounts of funds were flowing in as donations, but as time passed, the funds grew at a diminishing rate. It is really very difficult to raise funds, especially because people who have donated once wouldn't donate again. We are trying to find other ways to address this problem, such as tapping into corporate CSR funds but we still haven't had any luck. I'm sure we'll figure something out, it's good to be hopeful!

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I have been fortunate enough to have had the opportunity to live in Brazil for an entire year as an exchange student representing India. It was a chance to explore another culture, learn a new language, travel around the country, and truly become a global citizen. That year was completely life changing for me. All the experiences that I've had and the bonds that I've made, living away from familiarity and far away from my comfort zone in a foreign country is unlike anything else I've ever experienced. It has really taught me a lot of things but especially 'acceptance' & 'empathy'.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

A social worker is somebody who helps people cope with the challenges they are facing in their lives, so what is really very important is for them to understand others. Unless you can't put yourself in another person's shoes and see life from his/her perspective, being a social worker can be difficult. So, to be able to empathize with others is a very strong value needed in this field. Apart from that, one needs to be a good listener. If you don't listen actively to the problems that somebody is facing, you can't help them efficiently. I myself am a very talkative person, but i'm trying to work on myself everyday to become a good listener! Last but not the least, one needs to be a problem solver. Finding solutions to social problems with limited funding and resources requires good problem solving abilities. I am fortunate enough to have a wonderful team who comes up with more solutions than problems!



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Something that i'm really very passionate about is Cinematography & Photography. While I wanted to make a career in it, I have decided to put it on hold for the moment and complete a Post-Graduation in Marketing first and then take it up some time later in my life. I aspire to shoot documentaries in the most beautiful untouched places of the Earth - really hoping that works out for me!

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Whether it is the lack of subsidised menstrual products, lack of awareness or lack of infrastructure, what we need to understand is that PERIOD POVERTY is as real as it can be, and women have been facing the consequences of it. There are around 355 million menstruating people in India. Out of these, only 42% of them have monetary access to sanitary napkins. And this figure dropped even lower because of the ongoing pandemic. It has triggered what has been described as the Sanitary Pad Crises in India. Everything escalated quickly as India went into a sudden and complete lockdown on March 24, 2020. This put an immediate stop to the monthly supply of sanitary pads that millions of adolescent girls received via their schools. Production of sanitary pads also came to a complete halt which lead to stockouts in several locations because sanitary pads didn't make it to the list of 'Essential Commodities'. This further caused a shortage of sanitary napkins in stores due to panic buying.

Since schools and colleges are closed due to the pandemic, girls can no longer access the free sanitary napkins that are provided to them under various government schemes and other initiatives. Moreover there are so many cases where women staying at home are hesitant to ask the male members of the family who move out for work to bring sanitary pads for them. There are so many reports of women who are reverting to using unhygienic cloths during the lockdown. This can be very dangerous and can cause urogenital infections. Past few months have been devastating for women/girls who live in low-income areas or are migrants because they lost access to sanitary care due to loss of income, unavailability of sanitary products and the stigma attached to menstruation. It is important for us as citizens of this country to do something about this. We need to pass on the pad, which is the most basic necessity for these women.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Something that I find most challenging is the fundraising part of a campaign. Initially, when we started off, huge amounts of funds were flowing in as donations, but as time passed, the funds grew at a diminishing rate. It is really very difficult to raise funds, especially because people who have donated once wouldn't donate again. We are trying to find other ways to address this problem, such as tapping into corporate CSR funds but we still haven't had any luck. I'm sure we'll figure something out, it's good to be hopeful!



Apart from that, since our organisation is still small, it's getting really difficult to show our work and reach out to the right people. Until people aren't aware about the work we do, there is on scope for further fundraising. But I'm sure this will change as time passes by and we continue with our work.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

I believe that as citizens of this country we need to have a sense of responsibility. Any positive change that we want to bring about in our country requires a dedicated conscious effort and commitment and the power to bring about this change is within us. So for starters, all I'm saying is look around you, observe everythings that's happening and if you think there's somebody who needs your help, try and actively be there to extend your help.

And remember that whatever work you are doing – there will be times when you feel exhausted or when you think you have failed, but at that very time you need to tell yourself not to quit, for such moments are usually followed by success.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I plan on growing this campaign and making sure that no woman in our country should be denied access to basic sanitary care. Millions of women bleed every month and they bleed red. All of us need to get over it! I want to destroy the taboos around menses – for which we need open, honest, transparent, and enthusiastic discussions.

We need to normalize talking about periods just like the many other things we talk about and not make such a big deal out of it. I plan on expanding the reach of our relief projects, organising monthly panel discussions, educational workshops/training programs and eventually create a platform where women can openly discuss the problems they face with respect to their health. We have so many collaborations and tie-ups in the coming few months, it's really exciting for the entire team! Apart from this, I also want to start distributing food and other basic necessities to the poorest of the poor people living in our city; so hopefully that works out too!



VINAMRA AGRAWAL

CHIEF CREATIVE OFFICER

BRANDHERO.IN

Result-driven visual storyteller and a growth specialist

TEDx gateway speaker

Guest speakers for multiple organisations

Service and achievement award conferred by Symbiosis Univ group

@thevinamra 9611560780



*Vinamra has pledged to
grow trees and help protect our mother earth*

WINNERS
2020

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am founder of Brandhero (www.brandhero.in). I am a result-driven visual storyteller and a growth specialist helping businesses acquire more customers faster and tell their stories in best possible way, via disruptive design and digital marketing strategies. I am a design consultant skilled in building breakthrough solutions for businesses with proven track record of growing them multifold with time, both in terms of revenue and user base. I am also the founder of Slidehero.in, which builds handcrafted and tailor-made, stunning and beautiful, personalized and purpose-driven, sales and investor pitch decks that bring results.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The satisfaction of conveying things via the language of design; making people believe the wonders it can do to make life easier around when it comes to business communication. Design has a language of its own which everyone can understand when done rightly. I do everything design and being in the shoes of design educator, mentor and an evangelist, all at the same time, is a fulfilling experience. The drive to serve customers and community better and want of making design ubiquitous excites me and makes me want to do more, every single day.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The most satisfying part is of conveying others' stories in a way to outside world, which everyone understands. The knowledge which is spread by me by way of playing roles of a mentor and evangelist of design field sometimes gives a fresh, new outlook to people of how they look at things, which is impactful and fulfilling at the same time. Also, the ability to look at things in design-thinking perspective gets them solved in a way like never been thought before, making the solution more efficient and productive.

Design, as a field in India, is still evolving and nascent especially in eyes of masses, there are huge challenges in making people believe in power of design and what it can do. Though this knowledge gap is filling slowly and people are becoming more and more aware of this industry, but still we have a long way to go. Also, design work is almost always tailor-made making it time consuming and not-one-size-fits-all offering, which leaves a very little room for serving larger sets of people.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am a dad-preneur and manage multiple businesses in various fields — I am huge propagator of remote working and creator economy. I am slowly working my way towards adopting to creator economy in its entirety with time.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

The only quality most important in design field is — 'empathy'. It is a designers job to be able to put themselves in others' shoes and then think from their perspective. This is the skill/ability one must learn to be able to become a good designer.

The second most important skill at this trade is 'handwork' — the more one practise design, the better he/she becomes. The more one can be experiment and spend hours on trying out new things in design, only that can take one far ahead in design career.

Next, 'adaptability' is a skill which comes handy many a times because a designers works across many industries which have their own nuances and methodologies by which they are approached. Being adaptable to embrace the required mindset when needed is something one cannot go much further without in this industry / design career.

Fourth, every designer needs to be patient because design keeps changing and there are numerous ways the same problem can be solved. The key to picking right approach is to hold back, think and rethink, again and again, then finally pick a suitable approach.

All other tools, knowledge related learnings, concepts of designs, principles etc. can be learnt from numerous available resources but the above skills / mindsets is something one need to develop over time to succeed in design career.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Traveling, Remote working, creator economy, passion projects, photography, drones, good food, slow-living and doing only what one loves to do.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The pandemic did have impact on an otherwise comparatively 'new' industry. When pandemic hit, many businesses' had their design/marketing spend reduced to bare minimum levels which affected projects and pay rates overall. The impact stayed more evident during peak pandemic days more than it is now. The industry is recovering visibly well and seems to get back to normal in days to some. Another thing which helped this industry via the pandemic, was the mindset change in favour of remote working. Earlier, clients/businesses had in mind that not much can be done online, but now they know it can. Design work is primarily online work, hence there is a good amount of time/cost saving which a design company can avail by adopting remote working and shifting to a completely online way of working.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

In India the design industry is still nascent. Though it is maturing but still there is a long way to go. Dealing with stakeholders when they are less aware of the field is a challenge but can be managed with experience and skill of right kind.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Keep hustling hard, try more and fail fast. Just keep doing and handle challenges along the way. Excel in what you do and everything will fall in place eventually.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I am going to lay a great emphasis on the creator economy 2021 onwards. In this post-pandemic world we are entering an era of makers and doers. Being a remote working propagator I am going to adopt the same lifestyle and build useful no/low code products which can be beneficial to many. Focus on learning and expanding the knowledge in this ever-changing industry and streamlining processes of everything I do.