

THE INDIAN ACHIEVER'S CLUB

50 UNDER 50

INDIAN ACHIEVERS

2020

EDITION II



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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WINNERS
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ADITI NIRVAAN

THERAPIST & COACH
AWAKENING FEMININE



ALPAA SHAH

FOUNDER
MOUSE DESIGN
HOUSE



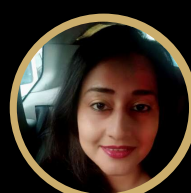
AMRITA CHATTERJEE

FOUNDER
BAKES AND BATTERS



ANINDITA SINHA

HEAD-CORP COMM
L&T METRO RAIL
(HYDERABAD) LTD.



BHAKTI MENON

BLOGGER
& SOCIAL MEDIA
INFLUENCER



DIVAY PRANAV

LEAD - STRATEGY
& PARTNERSHIPS
ADANI ENTERPRISE



FATEMA AGARKAR

EDUCATIONIST
& FOUNDER OF ACE



**HARINI
RAMARATHNAM**

LIFE COACH
& LIFE SKILL TRAINER



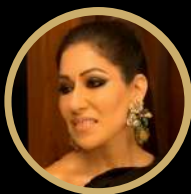
DR. HEENA RACHH

EDUCATOR



RINA SHAH

PROFESSIONAL POLO
PLAYER, FASHION
ENTREPRENEUR & DJ



MAHEKA MIRPURI

FASHION DESIGNER
& PHILANTHROPIST



MANISHA JHAMB

ENTREPRENEUR
ZAMEENI



DR. MARIA VASUDEVAN

THERAPIST, TRAINER
& HEALER



MONICA KUSHTE

ENTREPRENEUR
SVA:HEALTH



NISHRIIN PARIKH

FITNESS
& BODYBUILDING



NIVEDITA BASU

MEDIA PROFESSIONAL



DR. PRAGYA RASHMI

PSYCHOLOGIST



PALLAVI VISHWAS

FOUNDER
HAPPY HARMONY



RUKSHANA A. KAPADIA

CONSULTANT
& STRATEGIST
HOSPITALITY



SANTHOSH K

WILDLIFE PHOTOGRAPHER
& ENTREPRENEUR
BIRDWING



DR. SEEMA NEGI

EDUCATOR



SHABANA SULEMANI

FOUNDER & OWNER
THE BEANS TALK CAFE



SHARMILA PANDEY

MARATHON RUNNER



SHWETA POWAR

FOUNDER & CEO
ARIA COMMUNICATION



ZUBIN MEHTA

MANAGING DIRECTOR
UNIFORMS UNLIMITED



ADITI NIRVAAN

THERAPIST, COACH, FACILITATOR
FOUNDER, AWAKENING FEMININE

*A therapist and coach with over 16 years experience,
specialising in mid life awakening and feminine awakening*

📷 @aditinirvaan / @awakeningfeminine



*Aditi 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 have been a therapist, coach and facilitator for 16 years specializing in the areas of mental, emotional and spiritual health of over 3000 clients in India and around the world. I have been trained in over 10 different therapeutic modalities over the years and taught extensively in live and online workshops and courses. My primary work is on my website www.aditinirvaan.com.

I am the founder of "Awakening Feminine Portal", an online community to awaken the feminine energy in women and men, in businesses, leadership and social causes. The feminine energy is the future and through it's qualities of compassion, empathy, working from the heart, it can change the landscape of a society.

I am also a Partner and Director of BW Hygiene Services, a company I invested in two years ago which offers world quality hygiene and sanitation services. I began abstract painting 2 years ago and now sell my paintings for commercial use. You can find my art on www.aditinirvaanart.com I often write blogs for websites and articles for magazines such as Life Positive. I also write stories and have currently co-written a script for a feature film which is under review.

WHAT MOTIVATES YOU TO GET UP EVERY MORNING FOR WORK?

My primary work is about supporting and inspiring people. So whether I am doing it through therapy, coaching, teaching, art or writing, the essence remains uplifting and supporting others. I am motivated when I know I can make a difference in someone's life either through therapy or creativity.



It is deeply satisfying and fulfilling to know that I can do something little for someone daily that improves their life in some way.

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

When I am able to contribute to someone's life in any small way, it makes me very happy to see people get what they truly want for themselves. I am happy to be their support in any way possible. The biggest challenge is when I see so much potential and choice for people and they don't want that for themselves. It can be heartbreaking to see others suffer so much when so much is available for them to choose from. I feel helpless when they don't want something better for themselves. But I have understood that everyone has their own journey and I am happy to be there for them whenever they are ready to reach out.

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

I can only share what people have told me what is interesting about me. They love to hear me express myself, whether in speech or writing. What they seem to connect the most with is my authentic voice which comes from my myriad experiences and wisdom along with in depth training in different areas. In short my "been there done that" fuels a lot of my connection with people.

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

You need contradictory qualities. You need to be emotional and empathetic, yet objective and clear at the same time. You need foresight and vision and at the same time need to pay attention to tiny details. You also need to have a great degree of self care and discipline. This line of work of supporting other people can become very draining unless you make your own self care a priority. Having clear boundaries, expressing in your authentic voice, being objective and fair come more easily if you know how to take care of yourself too. You need to be a very focussed, disciplined, dedicated and committed person but most of all you need to love doing this.

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

Outside of work, I am passionate about writing, art, stories and business.

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

I had moved most of my therapy, coaching and teaching work online around 2-3 years ago and many people in my line of work thought I was crazy to do that. Why would anyone in India do therapy or coaching online? I didn't have that issue. I did find clients who wanted it. It saved a lot of time for them. Due to the pandemic, this is one thing that has started to shift. The people who were not open to having this work online are now aligning themselves to it.



I see change in the way this work will be done in the future. Where a computer or phone earlier was a hindrance to getting help, it is now the source of it. I do see that this trend will continue. It will be a viable option available to extremely busy people who do not want to travel distances for this support willing and open to do this online with a therapist or coach.

I don't see a massive overall shift as Indian people still do prefer meeting face to face. I also do see the wellness industry as a whole having way more options for more DIY based coaching programs or online teaching workshops. Now that online education is normalizing, this part of it will also grow a lot for the wellness industry post pandemic.

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

One of the major problems I faced were clients coming to me with more damage done to them by fake therapists and coaches or healers. It took a lot more work to get the person out and trust someone to feel safe with to go through their issues. We don't have stringent licensing or checks for something like this yet and the therapy and coaching industry is still very nascent. People are just about starting to have conversations on mental health due to the pandemic and lockdown. They are starting to realize it's value. But it will be sometime before the quacks are spotted or there is enough awareness on how to spot one, so no more further emotional or mental damage is done to anyone.

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

Yes. Please make your health a priority. So many are swept up in daily commitments to everything else that we forget to take care of us. You cannot take care of anyone else if you can't take care of you. Even in an airplane emergency it is recommended to wear your oxygen mask first before you wear one for others. Certain basic self care routines got me through the lockdown. I came out of it pretty unscathed. For emotional issues, start journaling and expressing yourself honestly, have clarity in communicating exactly what you want with others, avoid drama. For mental health, meditate regularly, pick one or two simple energy based healing techniques to soothe yourself. Exercise regularly for physical and mental fitness. Make you a number one priority even if you have a family, a business, a home, etc to take care of. Everything comes after you are fulfilled and at peace. Else you are no use to anyone half full.

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

My entire focus right now is my online community for women "Awakening Feminine Portal". My future plans include creating formats and programs to awaken women to their highest potential, to create businesses that are heart based, to have communities supporting its people through feminine leadership and start to have feminine energy based living that is creative, supportive, compassionate and nurturing.



ALPAA SHAH

GRAPHIC DESIGNER , VISUALISER & CLIENT SERVICING
FOUNDER, MOUSE - DESIGN HOUSE

*Started her own design firm Mouse Design House
which has been running successfully from last 13 years*

Has curated many campaigns from scratch by launching various
new brands and as well as revamping existing brands

Creates Brand Identity through Product Brochures, Catalogues,
Packaging, Sign Boards, setting up of exhibition booths and
designing Magazines



*Alpaa 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?

Well to talk about own its little tricky because we always say good about our self.. jokes apart let me make it very simple I am a person with full of life, active hardworking, an experimental cook, adventures and self-motivated from Bollywood City of Mumbai, born and brought up in Khamgaon a small village in vidarbha region of Maharashtra. Got married and landed City of Dreams Mumbai.

Commerce Graduate and diploma in Business Management my interest in Arts and Design drew me towards doing a 3 years full time Diploma in Business Management from Rajeha's and that too after my marriage. Just imagine 20 years ago to go to such studies was not so easy especially when you belong to typical Gujju Family.

After working couple of years in different agencies I have started my own Studio - Mouse Designs and I have been running this successfully last 14 years. Served till now more than 200 clients and built new branding for their companies.

I always believe that knowledge makes you wiser and I love to learn new things, I also learned French language and certified in Handwriting Analysis. I have also won lots of certificate and trophies from business networking groups.



WHAT MOTIVATES YOU TO WORK?

"I like challenging myself and advancing on a personal level. It changed my confidence level and my entire life, not just my career, and this continues to keep me motivated and get me through tough days, or days where things don't go my way." In my industry what needs most is creativity, I always up to that how and what best work I can deliver to my prospect client, how to justice their expectation which they have from my company. I make sure that whatever work I deliver it matches their requirement and make them happy.

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

Most satisfying thing in my occupation is when client personally thanks to your work and recognise the hard work behind the project. Also it's very happy and proud feeling when you get recommend by them in there contact sphere for more work.

The most challenging in my occupation is what I work for my client is to make understand that the design or concept I have work for their company is appropriate, cause sometimes client don't think beyond their limits and we as creative people always work on out of box level. Also some time they bargain with the commercial as they think why to pay so much for such job, its very difficult to differentiate between DTP operator and Creative Designer.

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

There is no other Alpa Shah like me that is the most interesting thing about me (laugh). I am always Aware that I am Rare.

Full time 3 years course after marriage, job with retraction of timings, which in my profession is very difficult to follow - as we work 24 x 7. Left good job and took a risk to Start my own business with very less contact sphere.

Apart from that adventure sports, travelling and exploring new places is another part of me. I am regular at White Water River Rafting at Rishikesh and adventure activity like Zip line, reppling, Bungee Jumping, gives me a different kick.

I have travelled extensively in India and also done Bag Packed Tour across US, Europe and Switzerland. I love to soak in new culture and experiment in new cuisine. I BELIEVE BUYING NEW EXPERIENCE Vs THINGS. Let me share a secret " I Love to do Window Shopping a lot" (shhhh just keep it with you. Laugh).



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

10 essential skills you'll need for career success

Initiative, Communication, Problem solving, Team work, Ethical, Detail oriented, Digital technology Leadership, Adoptability, Stick in timeline.

You can succeed if nobody else believes you. But you will never succeed if you don't believe in yourself.

"I want to be that kind of a person who is OPTIMISTIC, TRUSTWORTHY, AND MAKE A LASTING POSITIVE IMPRESSION ON EVERYONE I PASS BY." Also Truthful, because Lying is too much to Remember.

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

There is long list which I can mention here but let me tell you my TOP three passions which I am always ready to go for.

- 1) I am traveler and love to travel whenever I get a chance or I would say I make sure I make a plan for travelling from my busy schedule thought it's a short trip but it should be there.
- 2) I do social service very often, Charity comes natural to me, I believe a small simple act of help can also create a big difference in someone's life, by just helping someone to cross the road also a charity. So I always find an opportunity to return back to society.
- 3) To remain physical fit I do Swimming and Zumba and for physiological wellbeing I do Yoga and Meditation. A yearly visit to Osho Nisarga at Dharmashala makes me calm human being.

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

Well coins have two sides, its shows good and bad side/phase of life. Its almost an year the whole world affected by Covid - 19, initially it didn't effect on my business as some lined up projects were in hand. So first two months were fine, then lockdown was uncertain and Corona was increasing everywhere so obviously whole business were got effected. Some of my clients stopped business for time being as short of man power and no chances of transection. Definitely that's impacted on my business as well., couple of month were no projects were in hand but I was very sure that the moment lockdown will open market will surely up, may be slowly but it will pick up.



After slowly slowly the pandemic was open my clients were back to their business and my work also started. Its 50 - 50 affection of economy.

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

I am freelancer, it means one man show, so to search new clients, meet them for work, take the brief of project, pitch and design the project, deliver the project on time etc. list is non ending. So many times I worked on multiple different different industries project so handle every once timeline also a very big task, but frankly I never find this as a stress or painful. I always enjoyed my work so its time crunch but still managed.

The Biggest challenge I would say its not work but its to convince client why Alpa Shah - Mouse Design House is best choice for their company, now a days every 2nd person called themselves as a graphic designer but let me clear that by knowing couple of software no one can become Designer, its all about creativity which comes naturally and also it requires years of practice. Also another challenge for commercial, now a days designers available in the market at very small amount, its all depends on clients what they want? Want to save money or uild the brand with professionals?

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

The harder you work for something, the greater you'll feel when you achieve it. Always remember one thing that you need to Push yourself, because no one else is going to do it for you.

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

My wish list is very long, just trying to complete as I get a chance, currently I awaiting this pandemic to get over so every things slowly but steadily will come in stream line and we can go ahead with our desired goals. Right now I am associated with an NGO to help affected people.



AMRITA CHATTERJEE

FOUNDER
BAKES AND BATTERS

Has worked with international luxury and premium brands like Salvatore Ferragamo, Chloe, Victoria Beckham, Paul Smith, Cutler & Gross, Nike, Tommy Hilfiger and more..

Won the IHCBA for new and upcoming home baker in 2020

 @bakesandbatters / @amy00008



*Amrita 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?

As a Marketeer, I help build and promote brands through effective and consistent communication techniques. Having worked with international luxury and premium brands like Salvatore Ferragamo, Chloe, Victoria Beckham, Paul Smith, Cutler & Gross, Nike, Tommy Hilfiger, I have an innate understanding of the fashion/lifestyle industry. Products I have worked with are Apparels, Eyewear and Fragrances primarily over the past 20 years.

Started as a Fashion Designer, I worked with numerous apparel companies where I learnt a great deal about 'brands' and the retail scenario, which enthused me to steer my role towards Marketing – rather Fashion Marketing.

With a formal training in both Fashion Design and Marketing Management, I have:

Created various campaigns including celebrity led campaigns to build awareness and growth for brands; Strategized social media contents that best benefit brands that needed all the strength and reinforcements to grow and perform; Build teams that would go on and become autonomous and aspire to learn, thrive and in turn, train others to do the same; Driven growth through numerous marketing strategies and tactics.



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

When I am not helping international (and Indian) brands reach their goals, I am often found near an oven where I find utmost joy and calm after a chaotic day full of brand chatter. I bake, blog and currently in the process of building my own brand, @bakesandbatters.

I also write content for various magazines, websites, and blogs.

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

I would love to build a bakery/community where I can help them learn to bake and become entrepreneurs.

I want to be one of the voices that encourages adoption of Indian dogs and speak against violence towards dogs.

Travel the world and explore cuisines from as many corners of it.



ANINDITA SINHA

HEAD-CORP COMM
L&T METRO RAIL (HYDERABAD) LTD

*Communication & Operation Professional with over
3 decades of experience in Public Sector Projects*

Winner of CII-IWN Leadership Award - Unstoppable from the Austrian
Ambassador to India

Received the PRSI National Leadership Award from the Chief Minister
of Uttarakhand & PRCI Global Hall of Fame Award in Communication
from the Chief Election Commissioner of India

Transformance Business Media - Women Leader in the Field of
Communication, 2019

Awarded for 'Elite List of 50 Best Marketing Marvels', from 500
Marketing & Communication Professionals by White Page International

Has been listed in Forbes 2021 New Year Special issue

Among the India's Top 100 Influential Game Changers of 2020



*Anindita 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 Anindita Sinha. I am a communications professional with over three decades of experience in this domain. Presently, I am based out of Hyderabad, heading corporate communications for L&T Metro Rail (Hyderabad) Limited. I started my career, even while I was studying at my college. I worked in a travel agency as a business development officer. It was a very exciting experience, as you know, as a young person, you are very excited about anything new, or to learn new things. Especially at that age, earning money, you know, gives that extra motivation, that kick, to be independent. Of course, travel is something, which has always been very close to my heart.

After that stint, I started my career in 1993 with the Airports Authority of India. It is a public sector undertaking, and I was in operations. For the people outside, airport is related to glamour, but they do not see the kind of hard work, dedication and precision goes behind running an airport. There is absolutely zero tolerance to any error. You cannot afford to go wrong in operations; as even one glitch could lead to havoc, it could be a flight delay or baggage delay or even compromising on the safety of human lives. So, one must be extremely thorough and meticulous. Back then I was with Kolkata Airport, which was then called Dum Dum Airport. I loved the excitement of the job, enjoyed working at the airport as part of its core team contributing towards some of the most prestigious assignments including inauguration of the renovated Dum Dum Airport now known as Netaji Subhash Chandra Bose International Airport.



In 1999 I got transferred to one of the busiest airports in India – Mumbai Airport. In 2006, the airport got privatized under the PPP model, with GVK group coming to the helm. This was the time, when my life also took a turn and as part of GVK group, I moved from hard core operations domain to the role of Corporate Communications, learning my way up on the job to become Mumbai Airport's Spokesperson as well. It was one of the most gratifying milestones of my entire career. It offered me a huge responsibility as well and that opened up a whole new vista of learning in the communications domain even while handling active crisis scenarios and mitigating it in close coordination with media personnel offering right and timely information to them thus containing any rumour or false news from spreading.

In 2011, I moved to Hyderabad Airport, joining GMR group. I headed the corporate communication for the airport until 2018. This profile too stacked up its own learning opportunities in hordes. This profile entailed not only handling branding and communications for the airport but also the scores of ancillary businesses, which GHIAL operated through its joint ventures and subsidiary companies. With these exposures, I feel now, I am much evolved professionally, which has also given me an edge of having a wider and top view of business and its communications necessities.

After working all these years in aviation sector, I got an opportunity with L&T group – a brand to reckon with. I was fortunate to be interviewed by Mr. S. N. Subrahmanyam, MD & CEO, L&T Group. I took the charge of Corporate Communications department at L&T Metro Rail (Hyderabad) Limited in 2018. It was a new sector for me, a new set of learning ensued once I embarked this journey in 2018. Working in this domain has given me lot more insights to communications which included a whole new gamut of communications strategy, liaising with media and government bodies.

WHAT MOTIVATES YOU TO WORK?

I have always been always passionate about my work. I consider myself fortunate enough to get into a field which excites me and keeps me on.

Being part of public relations, I enjoy networking and love to meet new people and dwell into the new outlook towards business and life. Corporate Communications connects me with a wide spectrum of people with multifarious disciplines and aptitudes, that always keep me high on my learning curve and experiential knowledge and in turn motivates me to know more.

On personal front, I am a very self-motivated person and in deep love with my journey. My philosophy is intricately intertwined with making every day exciting by keep looking for something new for me to learn or a new way of doing something.



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

Brand and reputation management is closer to my heart. I find crisis communication to be the most challenging and gratifying. It deals with protecting the reputation of an organization and maintaining its public image. Every organization is vulnerable to crises. If you are not prepared, you will incur more damage. For me, preparing ahead of time for a crisis ensures that relevant personnel can quickly and effectively communicate with each other during moments of threat, sharing information that allows the organization to quickly rectify the situation, protect customers, employees and assets, and ensure business continuity. Although the ideal approach to crisis communication is slightly different for each organization, several best practices have emerged that can be helpful in customizing for one's requirement. Having worked for various organizations government and private, I have found communicating during crisis scenario requires most subtle and balanced approach and finding a sense in chaos helps me fight my limits while ensuring brand and reputation of the organization I have been associated with.

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

I guess, my EQ is very high. I feel that the emotional quotient in me has really helped me in whatever I could have achieved in my life. For me EQ is always higher than IQ. While I don't undermine IQ, but I would rather like to cash on my EQ to be a people's person, to be a leader, in whatever I am doing, whether it is development of my team members. I always try to groom my team members to be 360-degree oriented wholesome professionals.

Honestly, I truly believe that there is no substitute to hard and smart work. Success will come to you if you are a smart worker. One should not be a rudderless ship and hence goal and focus are mandatory.

I find self-introspection to be very important for anyone. While it does not find mention in my profile, I vouch for it and do it every day. This one attribute helps me feel centered even during the chaotic days of handling crisis.

For me moral standing is very important, and I consider myself virtuous. I feel no one can be successful without being virtuous and having a high moral stand.

I am an animal lover and love to rescue and adopt wandering dogs or cats.

Giving back to the society, gives me additional sense of peace and satisfaction.

Another thing which does not appear in my profile is the alacrity of maintaining a fine balance between my professional life and personal life. I keep challenging myself by keeping sanity intact even during the wildest days of communication crisis.



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

Talking of my domain - corporate communication, you should be a very smart worker. You should be very passionate about communications. You should be a very well-networked person. You must be abreast with current affairs and not only related to the function you in, but even outside your domain such as about government policies, industry, global developments, among others.

I strongly advocate interpersonal relationship, which is the backbone of any good public relations officers. You should be knowing how to communicate, be honest in your talks and respectful to the persons you are communicating with. Communications is a very beautiful field where innovation is all around you. You just have to be creative. We just have to be innovative and you should always be charged up and alert 24X7.

I always tried to be is a very upright, virtuous, no nonsense person. As a lady I value giving equal respect and importance to any gender and be very inclusive. I am extremely inclusive, irrespective of gender, class, community, anything. I am a very professional person. As I do not go and boast about my work, I don't like to, similarly, I'm not shy about. And I want to be remembered as a person who loved life and lived life.

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

Well, I am passionate about anything that I do. That is my nature, I am like that I am born like that. And I think it is influence of my parents, especially my dad that I have grown up as a very passionate person. He was also equally passionate in anything he did whether reading a book, watching a movie, talking. So, I think genetically I have been programmed to be a passionate person.

However, I would not say irrationally passionate about anything, as I feel there is always a rationale behind being passionate about anything. As I said, it is always trying to love what you are doing. I am passionate about dance. I love Odissi dance and I was a serious Odissi dancer. Of course, I did not take it as a profession.

When I'm sitting with my friends and chatting, I am very passionate about the evening or that moment and when I'm playing with kittens at my home, I'm very passionate about it. Well, you may call it irrational, but I feel it is very rational. I love animals. I cannot see any animal getting tortured. In any such scenario, I go to the extent of rescuing animals. In fact, all of the kittens at my house are rescued ones. I think I learned being very humane to animals due to my son who is very seriously involved in wellbeing and rescue of any stray animals.

I love cooking. When I am cooking, I let loose my creativity and sense of experiment with dishes and condiments. I am very passionate about it.

Whatever I do, maybe at times I feel that it takes a big on my health or on all my personal space, because I try to be perfect in whatever I do. So maybe that tendency, you can call a bit irrational, but I enjoy it. And I feel that it is perfectly okay with me.



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

Covid pandemic has negatively impacted every aspect of our lives including every industry sector or business entity. Transportation industry has been badly hit. Thankfully, the period of lock-down is over, but revival of the economy has a long road to tread. Even today educational institutions are partially opened, many professionals are working from home. Talking of metro rail, we were hit in the belly with acute financial distress. Pre-covid times our ridership use to touch close to 4 lac daily, which now is somewhat touching 2 lacs (Feb'21), it is just half way through.

Government is doing a lot of things for revival of the economy. Our Honourable Prime Minister announced a brilliant scheme of Atmanirbhar Bharat or Self-Reliant India. Pandemic has shown us a way to relook at ourselves, our capabilities, and competencies, it is really heartening that we are realising our latent competence through the pledge of Atmanirbhar Bharat to revive our economy. I am optimistic that things will take an upward trend and we would very soon be reaching the normalcy.

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

I should not be sounding like giving sermons to anyone. Everyone has their own respective experiences. I will talk about myself. As I am a very self-motivated person, I always vouch for motivation in one's life. That keeps one going even during the time of acute darkness. One must keep their eyes to the horizon and keep moving. Self-introspection comes very handy here.

One should always reflect upon themselves in an objective fashion and try to improve every day. Communication is very important. This is something which never stops, right from the day breaks till retiring back to bed, one keeps on communication. We must ponder and reflect how we have communicated the entire day.

Communication is something which can make or break a person. The famous Irish playwright, George Bernard Shaw once said, "The single biggest problem in communication is the illusion that it has taken place". So, one must consciously communicate to impart the right impact. One could also look at the concept of Johari Window, which is a technique that helps people better understand their relationship with themselves and others. The four quadrants comprising Arena, Façade, Blind Spot and Unknow help one to reach out to the unknown depths of one's personality in tandem with the world outside.

Another thing which I value most is the importance of hard work. Hard work is the only thing which can give you satisfaction at the end of the day. Everyone is not fortunate enough to get the work, which they really love to do. But if you have the target in mind, surely you would reach that sweet spot.



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

My focus at hand is to provide all communications and branding support to my current organization in tiding the impact which the unprecedented covid-19 has led to. Our focus is to bring back the metro rail ridership to the pre-covid times. This goal builds our immediate future focus. To ensure that it happens we are further ramping up our communications outreach ensuring that the citizens of Hyderabad feel confident about taking the safe trip of metro rail.

On a personal front, I love to speak to youngsters and young professionals, colleges and industry bodies on various topics, the idea is to keep sharing my knowledge and keep learning from my audience. In fact, currently my days are packed with such kind of speaking opportunities. I want to continue this journey as I feel very fulfilled being able to share my learnings and knowledge. I also plan to document my learnings for the benefit of students and help in making some difference to their lives.



BHAKTI MENON

BLOGGER & SOCIAL MEDIA INFLUENCER

Established two successful blogs
www.wickedspoonconfessions.com &
www.fashiontourist.co

Winner of national blogging competitions, top 30 lifestyle blog winner

 @bhaktisbanter



*Bhakti 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?

With a note-worthy experience of 15 years in the main stream entertainment & entertainment digital sector, my last corporate assignment was with Yahoo India. I have garnered intensive experience in business development, content management & content partnerships with leading Bollywood & Hollywood production houses, TV channels, celebrities & more. Currently, pursuing my passion of heading editorial responsibilities for two of my websites in food, lifestyle, travel genres. Both my websites www.wickedspoonconfesions.com and www.fashiontourist.co align with domestic & international brands to generate content that connects with our readers. In addition, as a social media influencer I work everyday to create interesting bite-sized content across various platforms like twitter, Instagram, facebook & more.

WHAT MOTIVATES YOU TO WORK?

Believing in the work we do is a huge motivating factor. We get comments & praises from our readers sometimes from all over the world, making us feel appreciated. I love the possibilities blogging has to offer. Throughout my childhood days, I loved reading various books penned by renowned authors. Now, I strive everyday to write in my own unique style & create meaningful articles that my readers absolutely love.



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

Blogging is usually as one-man or rather in my case a one-woman army. From ideating, researching relevant information, writing, editing & publishing- you do everything on your own. Sometimes, the deadlines presented by clients are pretty challenging & may block one's creativity. However, the satisfaction one gets after publishing their work across various platforms is tremendous.

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

That I love to cook. Often, food bloggers are mistaken as people who eat at fancy places, describe the food in appealing terms & hardly eat at home. However, after sampling the most delectable cuisines from all over the world, for me, nothing compares to cooking a basic Indian meal for my family & sharing it with them.

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

One needs to be persistent & patient to succeed in this field. Few years back the field of blogging & social media was not so cluttered. Today, the competition is intense. Hence, one needs to carve a niche for themselves & write with an unique style that resonated with their personality.

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

I am extremely passionate about urban farming. Living in cramped spaces across Mumbai city, many of us have given up gardening. However, nowadays one can easily cultivate fresh fruits & vegetables in whatever space available. I have tried my hand at growing fresh herbs & find much joy in using the same in my culinary experiments.

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

The pandemic saw a lot of brands cut social media spends to lower costs. Moreover, with lesser brand eventstaking place, bloggers & influencers loose out networking opportunities. Our industry has definitely seen a lot of independent content creators look for full time jobs due to economic challenges. Before the pandemic, blogging & social media was a full time occupation. But today due to changing scenario, only a few individuals in the field are able to sustain.



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

Every day is different in this field. In a corporate set-up, one works along with a team & with company resources to back the journey. However, in this field one needs to be a highly motivated individual & a self starter. Moreover, writer's block is another challenge. After writing for a long time one needs to take a step back, plan the next steps carefully & then write.

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

There is no replacement for hard work. Whatever field you choose, work with complete honesty. If you feel, you are stuck in a rut, identify your skills & strengthen those. Once you work for something you are passionate about, even the hard jobs shall feel easy.

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

The future holds exciting plans! My true absolute love for food shall transcend into a brand known as "Earthy Flavours". Fresh Indian spices sourced directly from small farms will be packaged & offered to customers at reasonable prices. Having already taken feedback from family & friends, the sourced spices are absolutely loved for their fresh flavours. Apart from selling through retail channels, we will look for corporate gifting orders, orders through word of mouth & social media channels.

I am absolute believer in power of women. I intent to work with women in various capacities who have taken career breaks for family or personal reasons but are looking to do something more meaningful after fulfilling their duties. As a wise one once said, "Do not hire the resume but the person behind the resume!"



DIVAY PRANAV

LEAD – STRATEGY AND PARTNERSHIPS
ADANI ENTERPRISE

Foreign Direct Investment (FDI) Targeting & Facilitation, India-China Investment Corridor and Public Policy Advocacy

Ex- Senior Assistant Vice President, Invest India (Make in India mission) | Ex- KPMG Global and CRISIL

 @divaypranav



Divay 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 New Delhi and has been a focused student throughout my education phase. After finishing my post-graduation (MBA with specialization in Finance), I started my career with CRISIL and then went to join the Global Investment Management Advisory Group with KPMG Global. After spending roughly, 5 years in these roles that required me to work with global leaders in the field of business and investments, I felt a strong desire to work on issues that affect common Indian citizens.

In 2013, the Indian economy and sentiments of global leaders toward India hit a new low. Increasingly, the multinationals and financial investors started expressing concerns about the looming policy paralysis in India. Soon after in May 2014, Modi Government came into power and decided to launch the Make in India mission. I decided to take a big leap of faith from a well-chartered corporate career, when I saw the advertisements for positions for Investment Facilitation and Handholding for foreign investors with Invest India* (India's National Investment Promotion and Facilitation Agency working under the aegis of Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce & Industry).

Soon, I went through multiple rounds of interview and interactions with senior bureaucrats from Ministry of Commerce & Industry and in November 2014, I was selected to be part of a 9-membered team for Make in India mission at Invest India. For the next 5 years my life was a roller coaster, from sharing Dias with Chief Ministers of multiple states to meeting CXO from multinationals to getting stuck in Foshan (China) during a cyclone, I had an unforgettable corporate and cultural experience with loads of memories to cherish.



I developed deep expertise in understanding government policies, working systems of ministries, industrial location across India and decision-making process of boards of several large MNCs. I also actively contributed towards policy formulation of several landmark policies including the industrial policy of India, Make in India procurement order 2017, FDI policy of India and industrial cluster development schemes of the Centre.

At Invest India, I handled the new FDI from China and Construction sector. Back in 2015, India-China investment corridor was just catching momentum and through my unique role, I ended up working with almost all major Chinese companies entering India in sectors such as Smartphones, Consumer Appliances, Automobiles, Steel, Textiles and Financial investors. I developed keen professional and personal interest in China related matter, and began to expand my horizon beyond routine office work. I wrote extensively about Chinese investments in India and my first-hand experience of working with Chinese investors for various think tanks, publishing houses and international portals.

I began to be viewed as an expert on India-China Investment Corridor and was consulted by all major Indian authors that have published books or research papers on the trends and risks attached with FDI investments from China. I also helped several ministries and Niti Aayog develop a view on the quantum of Chinese Investments in India. My latest intellectual contribution is for a joint publication between Peking University and University of Mumbai's publication titled "Tailspin – The Politics of India-China Economic Relations."

During my stint at Invest India, I successfully landed 14 large-sized and 8 small-sized FDI-backed manufacturing projects – with potential FDI ~US\$8 billion and ~18,000 jobs – in multiple states of India. My most satisfying project was a blanket manufacturing facility in Kashipur, Uttarakhand that created 600 local jobs. My FDI facilitation efforts earned a special recognition from Ministry of Economy of UAE in April 2017.

After spending almost 5 years at Invest India, I decided to move back to the corporate but in a profile that could still allow me to work at scale, offer diverse experiences, leverage my expertise of working with foreign organizations. In Adani Group, I found a perfect match and the experience of working with visionary leadership and entrepreneurial spirit of Mr. Gautam Adani is absolutely admirable.

WHAT MOTIVATES YOU TO WORK?

In the last 12 years of my career, I have been fortunate to work on diverse topics and industries. From early on in my career, I began to enjoy the breadth of my job profile, and explored depth wherever possible. By God's grace, I have been able to interact with some of the best minds in the world and visit some very interesting places during my work trips. I fondly, recall an unexpected trip to the Airbus factory in Tianjin (China) in 2019 and spending 6 hours to understand the full process of assembling commercial aircrafts. Later in the week, I was at Mahabodhi Temple in Bodhgaya supporting a philanthropic project overlooking the restoration efforts of a historic venue in the 12th century temple. Every day, I remain optimistic to interact with new people, explore newer business ideas and harness new experiences. Possibility of learning new things and challenging limitations of my imagination keeps me going.



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

In my career profile, every day is a new challenge and most of the time my job requires me to cut through a lot of ambiguity. The Foreign Direct Investments (FDI) targeting and identifying potential synergies between various constituents of the industry requires fundamental understanding of the industry, broad macroeconomic scenarios, early identifications of head winds (taxation, policy, demand-supply scenarios) and most importantly the intangible factors (culture, personality of decision makers and history). Decision making in this industry is often driven by sentiments, perceived risks and softer issues. I also get to interact with business people, policy makers and professionals from diverse cultures like East Asia, West Asia, Europe, Russia and North America. Each one of them has a very different world view and decision making process. Success of my role depends upon acknowledging these differences and finding common grounds for negotiations. My on ground experience gathered through field trips to multiple parts of India and interactions with diverse culture is one of the most satisfying experience of my life.

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

Through my work profile especially in the last 6 years, I have experienced the real challenges of executing projects on the ground. I remember reading about the diversity of India, but experienced it first-hand when I began working for my FDI facilitation cases.

Coming from the organized corporate setups, I was dazzled by the working styles of people in Lutyens Delhi. For the first time, I stepped in the power corridors of the country. Initially, I had my stereotypes about the lack of efficiency and lazy attitude of government offices. However, with time, I experienced the challenges of governance in India and the work load of the government departments. I closely observed the difference in the thought process of the law makers, corporates and the general citizens. My work profile taught me that the real skill for success of any initiative in India lies in identifying win-win scenarios of all stakeholders in an equation.

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

In my opinion, flexibility and perseverance are the most important skills for a success career. In my experience, the ability to stick around and maintaining focus to execute the mundane tasks with consistency and quality are critical functions of a successful corporate career. Often people feel disengaged and lose focus in their careers, but in a 30-year long career span a professional will have only may be 100 days when he/she will do something outstanding. Rest all will be throwing arrows in the dark and doing mundane tasks. You must survive to see the glory.



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

Starting my career with research industry, I developed passion to research and write about diverse topics in an easy to comprehend manner. Besides this, I support Udgam Trust, an Ahmedabad-based NGO. Udgam works for creating visibility for local art traditions of women in Kutch region and undertakes a host of initiatives in the area of women empowerment, skill development and environment conservation. I have been supporting Udgam on fundraising and handle its social media profile on various platforms.

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

I will focus on the positive aspects of the Coronavirus pandemic. I guess the pandemic has accelerated the growth of the entire digitalization initiative across industries. Digitization is the future be it education, retail, governance, business, entertainment, banking, etc. In addition, sustainability is another major theme across the globe that will drive the growth of green power, green transportation, sustainable agriculture and de-carbonization. In my opinion, digitization and de-carbonization will be two themes that will drive, disrupt and dominate the global economic recovery.

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

In my current role, I continue to focus on large FDI investors with focus on de-carbonization and exploring digitization theme. Global geopolitical environment has been quite uncertain for the last few years that has impacted the FDI flows. Besides India, several other countries in South East Asia and even Africa are competing for the pie of global investments and trade. As a nation, we have many challenges of overcome to rise as an undisputed investment destination. No other country in the world can offer the scale, speed and skills that are required for investments to flourish. It's high time that as a nation we must live to our stature, and there is a need for coordinated efforts from the government, industry and the society at large to make this happen.

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

I will suggest be open to take risks in life and you can never tests your limits in your cocoon. In the hindsight, I can see that I took some very big risks but it all played well to my expectations. Had they not, even then it would have taught me a few interesting lessons. I am sure my moving away from the chartered paths, you develop ability to chart your own path.



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

I love to move with the flow keeping my mind open for new experiences. I intend to grow my career profile around broad contours of ability to work at a scale, gather diverse experiences and leverage my past learnings. I also intend to devote more time for my work for Udgam and intend to publish a book with essays on global cultures and its implications on business decisions.



FATEMA AGARKAR

EDUCATIONIST & FOUNDER OF ACE

A passionate educationist by heart who is at the forefront of incorporating current trends in global education

Awarded by Giants Group for her outstanding contribution to the field of education in 2012

the Young Achiever's Award in the year 2017, Singapore

Best of Asia's, 'Enterprising Educator' in the year 2018

'Best Edupreneur 2019 and Best Leadership' by Progressive Academic Excellence India (Maharashtra 2019)

Hailed as the one of the 10th finest inspirational educators in 2019 by TKR, India

Instagram: @acesportsedu_2020



Fatema 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?

After completing my MBA, I decided to add BEd and Ecc as teacher training qualifications. Soon after which I began my journey in the corporate world. I worked with European Commerzbank, Times of India, Swiss-based Egon Zehnder before being part of education startup JBCN Education, where I was involved in creating educational programmes and implementing them as a consultant. But education proved to be my calling in life. While doing my Master's degree abroad after completing my schooling and college studies in India, I realised there was a huge gap in how teaching was approached. I always wondered why the gap could not be bridged and, fortunately, my foray into education was the start of the change I wished to see, and it has been a pleasure to create and bring new perspectives from the corporate world to education.

Having gathered tremendous experience as a result of setting up many national and international pre and high schools, I worked on creating opportunities for all the stakeholders who have an undying passion for teacher training, integrating children with special needs and emphasizing on the significance of sports - I am now the Founder of Agarkar Centre of Excellence which focuses on imparting sports as a vertical in education.

WHAT MOTIVATES YOU TO WORK?

My love for children defines my passion for the work I am involved in and hence this motivates me to lead my team each day.



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

As a mother myself, I claim mothers are the unsung heroes in every household, and even more so they are the pillars that support the physical and emotional wellbeing of their families, and a voice of reason when all else veers too close to chaos. Therefore, I'd like to highlight and remind every mother about the importance of prioritising her own wellbeing is a skill as well that needs to be embraced.

You are not being selfish or unreasonable in paying attention to your own needs and it is essential for you to do so to be able to give your children and your family and your work the best of you. You must be willing to nourish yourself with the right nutrition, enough sleep, some downtime to relax and recuperate, and the right mindset to be able to adapt to the new normal that the existing circumstances have forced upon us.

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

In the education sector, the pandemic has highlighted the role of technology. In these unusual circumstances, it's unrealistic to lay down the same rules that you did on a regular day. This includes the amount of screen time you allow your children and yourself. Thanks to recent technological evolutions, screens have become quite safe in terms of their impact on eyesight and the brain. What you must focus on, however, is the content your family is exposed to on the screens – listening to alarming news and escalating death rates will invariably cause stress and anxiety. On the other hand, online exercise classes and friendly catch-ups with friends are excellent to fill the void caused by social distancing norms.

FROM YOUR PERSPECTIVE, WHAT ARE THE BIGGEST CHALLENGE YOU WERE FACING IN BALANCING WORK AND HOME?

As a working mother who is quite active on social media, I've found that we're constantly bombarded with visuals of women who are seemingly doing it all so effortlessly – they cook the perfect meals and are being remarkably productive and high-achieving at work, while also lavishing their families with attention. All around us, people seem to be taking up and excelling at new hobbies, vocations or activities.

There's almost too much pressure on the rest of us to keep up. It's great to celebrate women who can do so much; it's also important to not feel guilty about not being able to meet these standards. You must give yourself credit for being able to get through each day to the best of your ability. I often say that in a seven-day week, expect only four days when things go as planned. Accept that you will have the occasional not-so-perfect day. This strategy will let you have seven good days.



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

A TEAM EFFORT. In difficult times, you will have to rally your team - including your spouse, children and in-laws, family - together. To do this, you must be able to communicate effectively.

Involve the other members of your family in decision-making, be willing to share responsibilities and assign roles. Don't be afraid to lay down a schedule for the entire family so that you are able to spend quality time (such as meals) together.



HARINI RAMARATHNAM

PERSONAL TRANSFORMATION COACH,
LIFE COACH & LIFE SKILL TRAINER

VIBHA EDUCATION SERVICES CORP.

Helps students to overcome low self esteem, suicidal thoughts, increase confidence in them & boosts women across the globe in their personal & professional journey

Started a niche program called "21 days positive thinking challenge" started on day 1 of lockdown and till date. The program is Internationally accredited By International Accreditation and Assessment Council, USA

Best Life Skill Trainer of The Year conferred on 20th December 2020 by Smart Circuits at the International Education Symposium

Awarded IESA2020 for achieving excellence by significant contribution towards the education sector

Ratna Bharat Award bestowed on Teachers Day (5th September 2020) from Bright India Foundation

 @vibhaeducorp



*Harini 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 an Average student at school in the middle years, I managed to score above 80% in my higher grades and did my BSc. Maths.

I started to take math tuitions while I was doing my Master's as I was inspired by my tuition teacher and had passion towards teaching from childhood. Over the years of teaching, I gained knowledge and became an expert in subject matter as the saying goes "Teach to become an expert". I was doing great in my tuition 10 years ago.

I have had the experience of being a maths tuition teacher for 14 years and I have helped hundreds of students to excel. Sometimes I have seen children complain of stomach discomfort or panic on the day of the exams. They do well in schools and my classes, but in the exams, they were not able to give their best. I started to think about it.

As I continued taking my classes, I had to relocate. I thought to continue my tuitions there, which I could not do so because of the language barriers. I had to sit at home doing nothing....



...I felt like I had lost my identity, I was depressed and I was under stress. It was at that point of time I realised that I was not happy sitting idle and I knew that I was not me anymore. I started to face health challenges and I struggled a lot to cope up. I realised that I have to learn the life skills needed to handle my stress when I saw others excel in their life. I understood life has to be perceived and lived differently and my mind was full of curiosity to learn how to get there.

By the time, I came back to India and started my tuitions again in 2013. Then, I realised though I was a subject matter expert, I lacked some life skills like problem-solving, decision making, critical thinking. Then I started to practice some of them, mindfulness, meditations and undertook some courses, and I applied. Eventually, I saw changes in my life.

I felt a gap which was not taught to me in school or anywhere else. We didn't know how to handle ourselves during hard and challenging times. One day, out of the blue, a thought came to me 'Why don't I train students on self-awareness, mindfulness, and Life skills?.'

It was a sudden thought that came up to help students and to train them on life skills. I started to give a small training in my community on 2013. After my first session I was happy and satisfied, but I understood one thing. I am a good teacher, but doesn't had the training and soft skills to deliver effective sessions. So I started to acquire those skills in the next few years and rolled out my life skill training sessions. Then I brought some of my services under the name Vibha Education services Corp. on May 2014. That's where all it started six years back.

Under Vibha I train and coach students on Academic excellence and stress and anxiety that a child undergoes due to various reasons.

I started with training and coaching students and teachers. Delivering positive parenting session to bridge the gap between the parents and their children. As I was exploring my entrepreneurial Journey, the struggles and challenges I faced as a solopreneur with no business knowledge , my mind started developing passion towards training and coaching budding and aspiring entrepreneurs which I am doing for last couple of years.

Today Vibha Education Services Corp. is a MSME registered training and coaching consultancy. My Programs are Internationally Accredited E-SAS India International Education Standards affiliated to International Accreditation and Assessment council (IAAC) and third party J&B Harvard Registrars and World Sign. Till now we have touched 6000+ lives across the globe.

WHAT MOTIVATES YOU TO WORK?

Every time When I see someone who suffers from past life hurts, stress or anxiety, or struggling to mark their identity my mind starts empathising with them. The challenges and the pain which caused me to look deep into my selves and the transformation path I had after taking the measures in terms of nurturing myself, I wanted to help others to overcome their pain and sufferings and grow as a holistic person (Personal, Professional, Emotional and Spiritual). This is one thing that motivates me to do as much as I can to the world beyond my challenges and that's what keeps me going even today.



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

My most satisfying part

When I get calls from my client and says "Thank you so much, my son was threatening me, that he will jump from Balcony and now he has stopped after sessions with you"

"I find my daughter happy and chirpy after talking to you ,it looks like a big baggage went off from her"

"I was not able to connect and build a relationship with my husband, today after your sessions we are happy and joyful"

"My anxiety is much better now and I am able to manage it"

Like this many words I hear from Moms, women, professionals, students. These words make me feel content and highly satisfied at the end of the day.

The most challenging is people not able to see the intangible part ,they doesn't have the patience to get results. Sometimes people ask the sessions for free, which is tough to explain to them, as the effort we put in over selves to hone our skills goes unnoticed.

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

I love music and spend time in the nature, I spent my childhood on the terrace at nights alone talking to the moon and nature. Nature teaches me many things.

The continuous learning mode in me where I have lots of mentors from East and West and I keep enrolling for courses and learn from them till today.

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

Skills are never ending and differs from person to person of what they lack in, In my personal experience, the networking and rapport building skill has taken me places and I strongly believe in "No ask, No get" so ask for your wishes and dreams.

Positive mindset, getting clear with goals, hard work, persistence and continuous learning is what I believe in and I follow it religiously. Dedicated and engage in the process rather than the result brings all success to career. Of course in the current scenario skill acquisition in terms of digital knowledge and running it successfully by adapting to the changes and being proactive are crucial.

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

Colouring, Listening to music, writing personal goals regularly, handloom sarees.



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

The training Industry is affected a lot in Education, after the pandemic. With respect to the coaching, the finance is making the people to think twice to invest in themselves at this crucial times as there is threat of job, survival and other major things to consider. The trainers and coaches have completely moved online where sometimes the efficiency in delivery takes a back seat.

The trainer and coaches inability to adapt to the digital world have affected many to get struck and inability to create a rapport with the clients and participants in webinars and online training sessions have affected. Some trainers say they find and struggle a bit to understand the exact skill gap and needs before delivering a session and some technical challenges while delivering, which has made them to work for long hours.

Because of the pandemic the trainers and coaches are not able to go and have offline meetings to initiate the business connections with new clients, which has effected them in terms of growth and finance.

As every other trainer and coach has moved to online coaching the prices of the programs, courses faces a crash hit and others are forced to charge low cost price to sustain and survive through this challenging times.

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

The problems with the colleges and schools sometimes underpaying and sometimes not paying at all is a threat to the trainers and they hesitate to choose schools and colleges to deliver the sessions and I strongly feel that's why the skill gap is there when a students goes out of the campus.

Even I heard "No's" from schools and college saying No time, No budget and so on.. With respect to coaching no one is ok to pay the money to groom or work on their self as they feel it is an extra added on financial stress.

When a person comes to me with the thought that they want to have a transformation in life, when we put them in process of working on their self on day to day basis or with some other task to overcome their challenges, they are lazy to do or hesitates to undergo the discomfort and looking for the fruit to taste immediately and not ready to wait or nurture it.

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

I always say this to myself and the people who I come across "The universe's way of making you grow and evolve is by putting you through pain and discomfort." So embrace pain and challenges and learn the life lessons and breathe through it.



It took me 6 years to come to this place where I am now standing proud and tall with 5 National Awards and 1 International Awards, and other true recognitions. To come to this place lot of pain, challenges, many failures, effort, patience, hard work, persistence and moments of discomfort is what is beneath the iceberg.

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

My future plan is to become a Leadership coach for the Leaders in the education Industry and bring a shift in the thought process, so that thousands of student's life changes and empowered. I am in the process of acquiring my skills and updating myself.

Also bringing the students education related services under one roof is my plan. Train and coach Life skill trainers and empower them and thereby see my vision being fulfilled and continued in the longer run Digitalizing some of my courses so that it is accessible world-wide also what I see in the future.



DR HEENA RACHH

EDUCATOR

Since 15 years, she has led several schools in India and Middle East as a Principal

Has been awarded Golden Peacock Award by the Institute of Directors (IOD), India in Service and product Category for her Project Qutuhah

Recipient of UNO - Award for Excellence in Education

Received Rajiv Gandhi Peace Award for Education Excellence

Member of AMA & WICCI where she volunteers in conducting sessions on Life-skills and Parenting

📷 @heenarachh



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?

I chose education as a career due to my firm, deep rooted belief that education empowers people and changes lives. I myself am the living example. I started my career as a teacher in primary school in a remote coastal town in Saurashtra, Gujarat. I was then equipped with a bachelor's degree in home science (Child Development). I realized, it couldn't take me far. Thereafter, while working, I earned B Ed, MA, M Ed and Ph D. My education empowered me as my career kept growing. I shouldered progressively higher responsibilities. I was appointed as the youngest Principal in Bhavan's school at Nadiad. Enroute, I worked in Hyderabad, and Wardha. I kept training as I received an opportunity to work under a diverse challenging environment. Today, I am proud to head Global Indian International School, Abu Dhabi.

WHAT MOTIVATES YOU TO WORK?

It's immensely satisfying to see your students doing well in their career and making a difference in the society. It's equally satisfying to see the career growth of educators, who assume higher responsibilities... some of them Principals. And of course rewards and recognition by others. My school bagged eight international awards for crisis management, quality and performance.



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

The most satisfying is mentoring students and teachers. Most challenging is managing expectations of parents and sometimes the media. However, when one treats problems and challenges as opportunities, resolving them gives satisfaction difficult to describe.

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

It's a little difficult to answer when one has led a very transparent life. Most people would though remember me as Principal, however, many may not know, I am a very sensitive and caring mother. I have been a single parent. My daughter is a dentist settled in Canada. I have been almost a foster mother to many educators as I stood with them in difficult times, personally and professionally. Also, not many would know how happy I am when I am alone with myself.

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

What type of person do you need to be? In the times when technology is changing society, educators of the day have to be tech savvy. One also needs to learn to listen. Quite often, our students and parents tell us a lot of what we need to know and skills we ought to have. We need to be sensitive.

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

I am a sports and fitness enthusiast. I love music and traveling. I love to be with nature... mountains, forests and water/sea.

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

More than most people imagine. Pandemic has disrupted business models and proved transformational. Need for education is eternal and universal. That can not change. The way it will be delivered, would constantly and rapidly change. It will become more customized, flexible and relevant.

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

There are no problems as such. The challenge would be equipping educators with current knowledge and skills. Upgrading them in real time to keep pace with the rate of change.



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

I hope more talented readers see education as a promising career. I was very inspired by Dr A P J Abdul Kalam after a personal meeting. It left an unforgettable, lasting impression. A career in education yields incredible returns.

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

Oh! My future plans! Well, consistent with the past, I would remain passionate about acquiring currently relevant skills to improve my contribution to society. And of course, I would remain alert to opportunities to expand my sphere of influence.



RINA SHAH

PROFESSIONAL POLO PLAYER, FASHION ENTREPRENEUR
AND ELECTRONIC DRUMMER AND DJ, BLOGGER, CHEF



*Rina 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?

Growing up since the age of 5 my Mother has always pushed me and given me the opportunity to excel and learn as much as you can. I completed my Bharatnatyam degree at the age of 12 and Kathak Degree at the age of 20. I was always an athlete in school and won many competitions for the inter school and state level.

I graduated with the finance degree from Sydenham college and international business from Harvard business school. But my interest was always in the creative field So after I finished my finance degree I went to FIT New York and graduated in Accessory design . At the age of 23 I became India's first Shoe designer and had many stores in India and New York. I designed shoes for many celebrities like Goldie Hawn, Kareena Kapoor, Naomi Campbell, Natalie Portman, Shahrukh Khan etc... I must have made shoes for more than 5000 brides .. I also took my business to the other parts of the world and had my stand alone shop in New York too. 10 years back I decided to take up polo and become India's first polo woman who owns her own team in 2014 and started a clothing line called Rinaldi Polo . I played polo all over the world and still play. In 2019 I took a call to take a sabbatical from work for a year and pursue my dreams. There were 2 things I always wanted to be in since the time I was growing up 1 - be an athlete and 2- play some kind of music instrument. 2018 I started learning the Drums and In 2019 march I went to DJ school of Amsterdam and got my DJ Certification. In 2020 I got the top 10 DJ in India award from the Delhities magazine DJ award. I am currently in Goa pursuing my DJ Career and launching an IP in the music industry soon. I wish to also go into F&B industry soon.



WHAT MOTIVATES YOU TO WORK?

I am a very passionate person and I only do something that I give my 1000 % I get up every morning excited about my work or my passions and what there has never been a day where I have hated what I do, the happiness and joy that my work brings me makes me want to get up every morning and give my best.

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

Because I do couple of things together every thing brings me different joy like creating amazing shoes gives me the satisfaction of creating something beautiful which would make women feel amazing and they when they see a specially designed shoe for them make me feel very happy playing polo gives me wings I feel I can forget the world on the horse back. The adrenaline rush playing polo is not compared to anything and one of the hardest thing I will ever do in my life being a DJ and playing music and making people dance on my music is so beautiful and gives me such a high.

All are challenging in its own way as I took polo and music later in my life. But I love challenges they drive me and I always want to do things that are unique and challenging, when things are easy its no fun haha.

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

As a Shoe designer – being the First Shoe designer I made shoes which were never made in India I had to create a niche and the most diff part was to import raw material form Italy and create something for India and train my workers to make shoes that were of international standard.

As a Polo Player – Polo is the most difficult game in the world as you have control the horse and play the game too you have to be focused hard working skillful and brave. You have not be strong and fearless and I was playing the game with only men so had to be more determined and survive within them.

As a DJ – I become a dj at the age of 45 ... ;) so you can imagine how difficult it would be for me to start at that age when usually DJs retire at that age . But i have always believed that age has no barrier when one decides to do something with full focus and puts in all the hard work.

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

I love Traveling learning about new cultures and experiencing adventure.



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

The retail business has been hit the most and luckily I took my sabbatical in 2019 so when 2020 came I had already shut my stores and factory . The music industry was also hit a lot . 2020 all the Djs had to sit at home and there were no events etc .. All the industries have been hit but hoping that 2021 end brings back everyone back on their feet.

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

All the 3 things that I am actively involved with are male dominated in India. When I entered the shoe industry in 1999 it was dominated with few stores that were family owned and male dominated. When I become India's first women to play polo I played only with men and the music industry is also mostly men in India.

That has always been very exciting to break the barriers but its also very tough because people don't support you like you would want they doubt your capability and you have bee strong and pass the storm . it challenging to not let them affect you and keep going.

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

I truly believe that Age is never a barrier to full fill your passions . One must always follow your dreams and be passionate about their work and money will follow. There is no short cut to hard work and you have to believe in yourself.

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

I have recently moved to Goa to pursue my music career and Launch my EP called VIKING CYMBAL by the end of the year. I am also in the middle of opening a rest/bar which I can't talk much about at this time.



MAHEKA MIRPURI

FASHION DESIGNER, FITNESS ENTHUSIAST
& PHILANTHROPIST

Maheka's charitable foundation MCAN that helps raise funds for the underprivileged fighting head & neck cancer at Tata Memorial Hospital has handed over ₹ 6.94 Crores through its annual charity fundraisers in the last 8 years

Twice winner of WOMAN'S ACHIEVER AWARD for her achievements in the field of fashion

Also the recipient of the Woman Entrepreneur award by Phulkari, a women's organisation in Amritsar

Awarded the Fit & Fab award by Global Spa magazine

 @mirpurimaheka



*Maheka 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?

For what started as a passion soon grew to become my profession with the launch of couture-de-salon, Mumbai's only "By Appointment" fashion atelier. I fashioned my alcove in the scintillating world of haute couture by creating spectacular, classy and chic women's wear ensembles. Fashion is something I am passionate about and is the most exhilarating way of propagating my experiences, enthusiasm and reverie with others.

I went on to setup Charitable foundation MCAN that helps raise funds for the underprivileged fighting head & neck cancer at Tata Memorial Hospital has handed over ₹ 6.94 Crores through its annual charity fundraisers in the last 8 years. Celebrities like Anil Kapoor, Boman Irani, Jackie Shroff, Manisha Koirala, Randee Hooda, Kunal Kapoor, Soha Ali Khan, Vivek Oberoi, John Abraham have endorsed the cause.

WHAT MOTIVATES YOU TO WORK?

I love my work, it's something which I am very passionate about. I wake up , finish my work out every morning and head straight after to my studio. It's refreshing ,challenging and I enjoy my new day to day experiences. I believe in myself and Fashion is part of my identity. It is something that comes very natural to me I enjoy designing and creating new visions.

Creativity has no boundaries, and I like to excel my creative vision each and every time by setting new norms for myself.



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

Fashion is a very competitive industry. Having been in it for over 20 years now , it's part and parcel of my soul now. I talk, breathe and live Fashion. It's comes naturally to me .. I believe one must enjoy ones work as a passion and not as job. With so many designers becoming ubiquitous today ,I feel one has to really be good at ones field to actually survive it and succeed.

I like to keep excelling my past and better my previous works and create clothes that are fashionable, statement pieces but most importantly they should be timeless, classic and comfortable clothing.

You meet different types of people in the industry. It's always nice to learn and share each ones visions. I feel we all have our own identity, and our known for our own signature styles.

It's very challenging from day to day and there have been many ups and downs in my journey... But each time, I look back only to pick myself up, learn from my experiences and evolve from them.. We learn and grow every single day. Each day for me is a new beginning.

And this adrenaline constantly keeps me going....

We only look back to see how far we have reached and I am extremely grateful and thankful for this achievement.

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

I am a very diligent, dedicated and determined person. I started at a very young age by hand painting clothes from my home. My first sale from my home was about Rs.1500 on my hand painted scarf. What was a mere passion then, today has grown to a full fledged brand.

I feel if we aspire to do whatever we want, dream it and work hard towards it, we will eventually achieve it and conquer our goals.

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

Fashion is all about style. You either have it or not.

It can't be aped or tried to be forced upon. It should come natural to you. The aesthetics of designing and putting colours together has to be inborn. You need to be creative and need an eye for this art. You need to be constantly creating and expanding your horizon.

Whether its setting a trend or cutting a garment you need that creative skill and when you excel at itThat gratification is the most satisfying moment.



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

I am a fitness enthusiast and I believe a fitter body is a fitter mind. From yoga to functional training, I practice my regime every single day.

Yoga has kept me in sync with my mind, body and soul and it has given me a direction to life. When you connect with your inner self and meditate you radiate and feel strong from within.

My functional training and kick boxing on the other hand is a big stress buster for me. I love the challenges with it and keep striving to perfect them.

This adrenaline rush is my biggest high..

It's constantly keeps me going.. I feel strong inside - out !

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

Fashion has changed a lot today. The women today are no more coy and demure. She is a well travelled Strong woman who knows herself very well. I love designing for such liberated free spirited strong women. My clothes in-fact speak this language. We empower women to uplift each other together.

The pandemic has taught us so many things. It definitely taught us the true reality of life. We used to take life so much for granted...Until one day everything changed - Our lives stalled - Businesses were shut - Livelihoods were lost...The mood became sad and still...A fear kind of set in within people...The economy was so badly affected. Everything came to a standstill.

But Miracles do happen for those who don't fear...And I always believed that this too would pass and we would eventually have a better tomorrow. I am so grateful to have survived this and very thankful to God for our today and for whatever he has bestowed upon us. We have been safe and sound and that is more important to me.

I then soon reopened my Store and started instantly manufacturing masks. It was the need of the hour. With limited means and little manpower I opened my manufacturing unit with a handful of staff. We started then selling masks and protecting others. I even did a campaign at home by shooting the mask campaign myself. I encouraged people to wear masks, stay safe, stay home and stay glamorous.

With courage and determination I slowly started moving forward. I then started selling online through all my Social media platforms and my website... And now it's become a part of my journey....the new norm and a way of life. It's a great change, we have all now adapted to this...but I do miss my interaction, our exchange of thoughts and my coffee chats with my clients.



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

This pandemic has taught us all to move forward.

Challenges will always come and go..We must be collective, strong and have faith in the universe ..
Every phase will pass and another time will appear.

I believe in spreading positivity and love and sometimes it's best to accept and surrender. With my limited resources, and very less manpower I did manage to resume my work and started this act forward.

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

"I believe that little girls who dream become women with vision "

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

Now that the whole shift has come to selling online, I would like to spread my brand all over in many more cities across the world. I would also like to diversify my creativity towards other avenues. Let's see how this journey takes us forward, as I don't only design clothes , I also design Dreams ...



MANISHA JHAMB

ENTREPRENEUR

ZAMEENI

Other than serving the society in different ways, she has gone on to support small artists with work during the time of pandemic

Felicitated at national women parliament(NWP) launch Mumbai chapter by Dean of MIT-WPU for collaboration

Euro kids award for being the energy and spirit of the group

The Kanchan Foundation award for generating funds for less privileged children

Stree Heart foundation award for appreciation and recognition in raising awareness in the field of handlooms

NMFW-Horizon of creative souls this award was for designer for a cause

DivyaangDrishti 2018 award for supporting Drzya NGO

 @zameeni



Manisha 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 MBA graduate from Lucknow university, worked with companies like Haldiram, Ballarpur industries, Pratham (ngo).

I became an entrepreneur 7 years back, started my company zameeni to support art and the artist of our country. I am the co-founder of Together We Walk-Me & You (TWW), a global group where we conduct empowerment programs for women, youth and senior citizens. I recently founded mindbuddies, an ngo where we work on mental well being.

WHAT MOTIVATES YOU TO WORK?

Giving back to society motivates me to work. I strongly feel that one should do something for the less Privileged and for the humanity and my passion of serving the society in every possible way motivates me and energizes my soul to get up fresh in the morning despite of challenges ahead.

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

I enjoy every bit of my work, even challenges too. I can't specify about my likes or dislikes. Every day is a fresh start for me.



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

I am people's person. I connect very easily with people from all backgrounds.

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

You have to be passionate and go getter with lots of patience.

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

My passion is my work, everything revolves around it apart from that I am a family person and love to spend time with my loved ones. I have flair for writing too. Writing poems on social causes is another passion which satisfies my creative mind.

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

Affect is very bad. Textiles and handloom sector in India is the second largest source of employment after agriculture and India makes 95% of world's handmade textiles still our craft men are facing rough times pre and post pandemic both.

The reasons are :

The weather conditions, since the handloom hubs like west Bengal Orissa, Assam, Kerala are prone to natural disasters.

Less awareness for handwoven pieces of art.

Women make 72% of workforce but they face lots of graving issues like hygiene (washrooms), security, discrimination, exploitation at the work place and this effects their productivity.

Other issues and challenges faced by the weavers are – they lack modernisation, rising input cost, poor infrastructure, migration to other fields. This has affected handloom industry in India. We must not forget that handloom has tremendous potential to boost India's economy, let's not ignore this segment.

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

Biggest challenge is creating awareness for handmade products woven with love and hard work. We in zameeni focus on not only selling but also creating awareness through campaigns and ads.



Let's not forget that every time one buys handloom product, we are supporting a chain of farmers, spinners of yarn, dyers other than weavers. Never bargain with them. Wearing handloom is all about all-round holistic support to our handloom industry. It is signature of India we need to protect. India has 95% of world's handwoven fabric. Running campaigns, using #hashtags will definitely support this sector. Let's make the awareness bigger and bigger. Let's Go Swadeshi.

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

Be focused, committed, consistent and passionate for whatever you do in your life.

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

To expand my business so that I can support and reach more people. Also, to pursue causes close to my heart.



DR. MARIA VASUDEVAN

THERAPIST, TRAINER & HEALER

Recognized as the Best Therapist in an All Asia group of therapist and A WOW winners AWARD

 www.evolvewithhypnotherapy.com



*Maria 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?

Right throughout my 66 years, I juggled various careers to hone the skills I possess. I started from the time I was even younger than 16 to sing and earn some money. I knew I could enthral an audience with my voice, and I did it with aplomb! I was still in school, yet nothing deterred me. My mother needed the money and I did all I could to help! From there I moved on to teaching in Green lawns high school, I loved it!

Later I trained to be a Clinical Hypnotherapist, Counsellor, Past Life Regression Therapist, NLP Master Practitioner and Trainer and a Transpersonal Regressionist.

I qualified as a clinical hypnotherapist and trainer registered and endorsed by the American Hypnosis Association USA, as well as the Indian Board of Alternate Medicine. A Trans Personal Regression Therapist also a member of The Earth Association for Regression Therapy (EARTH). I am also a qualified counsellor, Master NLP Practitioner, Yoga Therapist and practitioner and Doctor of Alternate Medicine I work with Family Constellations too and various other healing modalities. Bach flower Remedies being a great support to my work.

My career in clinical hypnotherapy evolved through my interest in music and dramatics - I have been singing and performing from the age of three and trained under some of Mumbai's most renowned singers and dramatists, going on to sing on stage, over the radio and over television.



Since 1996, I have been training students to give the Speech and Drama exams conducted by the Trinity College of London, UK. Interacting with a large number of students as well as their parents, I saw the great need for counselling and realised the potential of hypnotherapy and NLP to help people. The experience of flying for over three decades as a manager with an international airline also highlighted for me today's need for a form of therapy free from pain, trauma, drugs and other artificial stimulants.

As a therapist, I am widely known and regarded for my work with empowering men, women and children. I have also successfully worked with dispelling traumas, fears, phobias, aches pains and physical problems. I have helped clients address issues of addictions. Along with practicing hypnotherapy, I also practices Past Life Regression and Life Between life Regression. However music and dramatics continue to be my passion and I teach Speech and Drama at my "Everything Else School".

My intuitive grasp of the different values, traditions and expectations of each client makes me sensitive to each individual's needs and I have been able to help many people overcome their problems. I have been doing such transformational work for more than 26 years. I have fully completed the Silva Mind training for Silva Mind Body and Spirit Healing and the Life System Training.

I have also taken the responsibility of working and empowering women and children, healing and restoring their lives at the NGO "Shanti Ghar" using hypnotherapy, NLP, etc. for the abandoned children and battered women who take shelter there

WHAT MOTIVATES YOU TO WORK?

I am always excited to get up every morning and start my work which lasts sometimes 12 hours! Just the fact that I can help and know that I can make someone feel completely alright, drives me.

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

I find the work I do stimulating and invigorating. I feel so happy!

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

I think the most interesting thing about me, I have been told is the fact that I work extremely hard to meet my goals, with plenty of love and kindness.

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

In my kind of work, what is important as a therapist to have tons of empathy, time and patience! Working to empower the clients and free them from whatever problems they come in with!



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

Reading, music and dancing!

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

I don't think my work was affected by the pandemic! One just learnt to do online work. And change is inevitable. One just learns to do things differently.

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

I do not see any problems, working in this field! No one needs to suffer!

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

I would like to encourage everyone to think positively and know that Life is Beautiful! And Healing your Life is a part of it!

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

In going further as a therapist, healer and trainer and being passionate about the work I do, to work with Honesty, Empathy and Love. The healing work encompasses changing the way the client thinks and feels and empowers them to evolve.

Teaching at the Everything Else School enables the children, freedom and inspires them to achieve their dreams and win their goals!

My mission: Training students with the Life Coaching Skills, to heal through Therapy and Drama skills.

Vision: Empowering, healing and guiding people towards a Healthy, Happy and Peaceful Life!

Pitch: My belief - Everyone has the power to heal themselves. By learning how to influence the Subconscious Mind with healing work, I can train and restore them, guide, empower them with tools, I have learnt and honed, to work with the mind, to heal the emotions, and thereby heal the body.



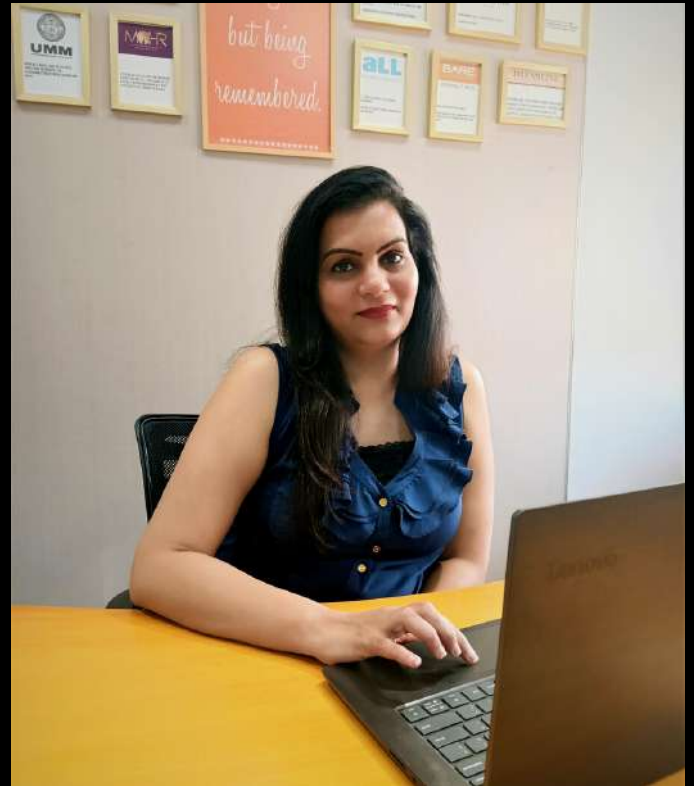
MONICA KUSHTE

BUSINESS INNOVATION, GROWTH STRATEGIST
& ENTREPRENEUR

SVA:HEALTH

The edible oil on the wooden grinder and the flour ground on the traditional stone mill are the products of Sva-health; clean, healthy and nutritious food for healthy living

 @svahealth



*Monica 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 hail from the Khamkar family which is famous in Mumbai for their range of spices and masalas. With an 80 year family legacy in this business, you could say that it was ingrained in my DNA. Yet, this was not the career path I had charted for myself and I was quite content with a job in the corporate world. It was only when I faced personal health issues, calcification of the arteries, that I realised that I had to make a complete change in my lifestyle and food was a big part of it. Unfortunately, the products available in the retail sector, while high on packaging and advertising, failed miserably on the nutrient scale. I did a lot of research and discovered that the 'organic' revolution was nothing but a return to our roots. Instead of just focusing on the produce, I felt that it was more important that the processes that we used to manufacture our oils and flour should incorporate the age old wisdom that would ensure that the nutrients are retained and the products are pure.

WHAT MOTIVATES YOU TO WORK?

Having a naturally inquiring bent of mind and a constant desire to make something better, I am constantly driven to product innovation. I am motivated to push boundaries and figure out ways to improve products and processes that can improve productivity, efficiency and above all standard of life.



I completely believe in the products we make and their health benefits. I am the living proof of the fact that once you shift your cooking and eating habits to include fresh and pure products you will find a sea change in your health. I want to share this with society and I am always motivated to find new products to add to our range that will only further the cause of health and wellbeing. For instance, even though we use traditional methods and the old age stone chakkis to make our products, I have introduced innovations in the processes that will result in faster processing without compromising on the health factor and at the same time are less labour intensive. I feel that when you merge indigenous with innovation, the result is completely ingenious!

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

At Sva-Health we never, ever compromise on quality. The most satisfying thing for me is all the research I have done and the training I have achieved, from Trimbak College, has come to fruition and I am able to offer my customers oils and flours that have been made using our traditional processes. We have complete transparency and our clients are even welcome to actually see how we extract the oil and the grinding of the flour. It is a challenge, but I love exploring and researching new grains and seeds and understanding how they impact our health.

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

You need to look beyond the available alternatives – always question and innovate, as there is always scope for improvement. Along with being passionate about making and providing the best for your clients, I feel one of the greatest attributes is also being patient. You need patience to not only make your business grow but also with the people you hire and who become a part of your journey. At Sva-Health, we also employ women from low-income families to enable them to contribute to the family income, but this also requires us to accommodate their timings and their family issues. As an employer I have to be fair and understanding. As an entrepreneur I have to be driven and believe in my product.

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

One thing that is not immediately apparent about me is that I never settle or 'make do' especially in the pursuit of health. Which is why I am delving even further into aspects of agriculture, understanding about the land and the potential for truly organic and sustainable farming. I am a total foodie and yes, I do believe that healthy food can also be tasty food. It is this passion which had led me to explore the world of permaculture. It is a growing trend in the West and one which I find fascinating. It involves knowing your land, the seasons and growing your own food as Nature intended, understanding and planning as per the natural cycle. Imagine a world where we can all grow our own food and that too without artificial chemicals!



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

Fortunately, for us the pandemic did not pose any hurdles. Our supply channels were quite resilient and we did not face any issues of getting the produce from the farms. Also, in a way the pandemic gave us an advantage as people were cooking at home and they realised the importance of healthy inputs, they had the time and were willing to try the healthy flours and oils that we offer. Our clients have appreciated our quality and the positive effects on their health and we continue to supply to several housing societies even after the lockdown has been relaxed.

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

The biggest challenge we have faced is convincing people that even something as simple as how the oil seeds or the grains are processed can have a huge impact on their health. We do not believe in flashy advertising or expensive packaging. Our product stands by itself. We would rather keep our packaging simple and pass on those cost advantages to our customers. People do question the higher price points as compared to regular retail products, but when three kilos of groundnut will yield one litre of oil, there is no way that we can cut corners and reduce the price – educating people about this is another challenge that we have faced. I sometimes find it amazing that people will unquestioningly spend on pizzas which they know is unhealthy, but will ponder over spending on a product which will only enhance their health.

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

From my own personal experience I would say that one should treat each problem that we face in our life as an opportunity. My health issue led to me establish my own business. Besides, never lose hope because initially it will not be easy sailing. From stressing about paying the rent and selling only 20 kgs per day Sva-Health has now grown to a stage where we process and deliver over 700 kgs per day. Perseverance always pays off as long as you believe in yourself.

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

Moving forward, for the company, I would like to start Sva-Health stores across Mumbai – we already have two stores planned for this year. There is tremendous scope and what was first considered a niche market is now expanding and so are we. I would also like to see more women entrepreneurs entering this field, there is room for more of us. In fact, I am willing to offer training to anyone who wished to enter this business.



On the personal front I see myself as a product innovator and I want to keep widening my horizons. The food industry has been my first stepping stone into my own personal business. I want to explore other sectors as well, when I see a product or consider a manufacturing process, my mind naturally starts working on how to improve on it – as there is no limit to imagination, I feel there is also no limit to innovations, you just need the zeal to see it through.



NISHRIIN PARIKH

FITNESS & BODYBUILDING

The only senior athlete representing India on an international platform for fitness and bodybuilding

 @nishriinparikh



*Nishriin 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 started learning karate at 15 and went on to win a medal in the national games seven years later.

However, post marriage and motherhood, I had to take a break from the martial art form, but I continued to pursue my passion for fitness and gained proficiency in other fitness styles and yoga. I managed to impress the audience and jury when I participated in the Gladrags Mrs India and Ms Fitness India bodybuilding competition, as I was competing with participants who were my children's age!

Today I am 54 years old. This is what makes me unique as I have been representing my country for the last 4 years actively on stage as a Model Physique Athlete. I am extremely proud to say that I am the only athlete for our country at this age who actually steps up on stage in a bikini with a six-pack abs. I represent the Indian Bodybuilders Federation (IBBF) and I am the senior most age wise.

WHAT MOTIVATES YOU TO DO BODYBUILDING?

Bodybuilding and self-motivation is a place that go hand in hand. As far as the titles are concerned, I never get a first place or a second. I have always managed to come in the first 5 places in the Asian as well as the World Body Building Championships...



...For the last 4 years I have come within first 5 places. The reason for which is same for all – I have been participating in open category which consists of contestants who are from all over the world and are very very young probably most of them are in their early 20's.

But I stand out as a strong woman who is 54 years old in the open category who is not looking for the first, second or third place, but competing because that's my spirit.

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

I am happy and proud that I am an athlete representing our country. I consider that I have been going through fitness and bodybuilding to be my cherished moments that would continue to stay with me lifelong. One important thing that I would want athletes or officials, or any fitness enthusiast out there that somebody at home has really worked hard to make you stay fit by giving you the right food at the right time. Therefore, I would ask each one of you to go back home and help the ones who helped you stay fit to become fit and healthy too.

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

I do talk a lot and one best quality I can thank God for is I am able to be emphatic to the people who need any help with their training in exercise or diet. I do a lot of counseling and try make them understand how important it is to be in best health.

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

I would say that the youth must not waste a moment of their life as they are the ones who are going to make the difference for the future generations to come. If you can be disciplined with your food and training, you will be able to be more positive and impart this happiness to everyone around you. Most of all, you would be such a happy person and would spread this on.

The generation today really needs to eat right. You have one life and your body is going to suffer if you don't think before eating and drinking. Please don't get carried away by just taste, think what is beneficial for your body.



NIVEDITA BASU

MEDIA PROFESSIONAL

Has headed Balaji telefilms for 15 years as a creative director and opened a production thereafter..now turned director for web

Has been behind the characters of daily soaps Kasautii Zindagii Kay and Kyunki Saas Bhi Kabhi Bahu Thi.

She also worked on the series Hum Paanch, Kahaani Ghar Ghar Ki, Kavyanjali, Kkusum, Kyaa Hoga Nimmo Kaa, Kutumb and many others

📷 @niveditabasu



Nivedita 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 an Army background and came to the entertainment industry by chance. My dad was in the tank regiment in the Armoured Corps. So he travelled, travelled all the time... I was in a boarding school, then a day scholar, never in one place for over two years. This is why I have 100 best friends from 9 or 10 schools. Entertainment happened by chance. I got through engineering and architecture. And my father was the one who offered me to do advertising, which was a first-year vocational course at Delhi University. By fluke, I went to symbiosis, mass communication school, and there was no looking back.

I worked at Balaji for 15 years and I left it to become an independent producer in 2015. I was offered a show by Vikas Gupta for &TV. That was something I really loved and I hadn't done on TV so far. I was excited to do the show because I have a lot of inclination to music. This was a Lata-Asha biopic that he asked me to do. The team was exciting and I just jumped and took it on. That is how Meri Awaaz Hi Pehchaan Hai happened.

Since 2015, I have produced a short film called 35 mm with Neeraj Kabi and Priyanka Bose. Chandan Roy Sanyal directed. I did Meri Awaaz Hi Pehchaan Hai with Amrita Rao, Aditi Vasudev and Deepti Naval, Zarina Wahab, Bhanu Uday, Pallavi Joshi...it was a cast to die for. I had the whole Marathi and Gujarati theatre in it," says Nivedita, adding, "Then I did a show called Ek Vivah Aisa Bhi, which was again amazing as I worked with a bunch of absolutely new actors. It was a great experience because what I had learnt with Ekta all these years, I recreated that in my production..."



My baby happened in 2017 and I thought this was the best time for me to take a break. So I went on one and I created a lot of content during this time. OTT was on the rise and I thought this was the best time to create, create and create because one never gets time to sit otherwise. That is what I did and today we are in a great position as we are sitting on a lot of content.

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

The skills that I feel that one should have in corporate communication is that you should be a very smart worker and passionate and very well networked and educated meaning not qualified but you learn everything everyday from around you. You have to be abreast with current affairs and just not your industry or function. You should be strong and maintain with internal and external stakeholders. Your learning window should be wide, wide open. Working hands-on is very you have to be creative, charged up and alert 24x7, creatively strategically or strategically creative that will help you and there cannot be any time that can be your time.

So unless you have the passion but are not very alert or ready for dynamic work then it is not for you. You have to build your credibility in corporate communication and reputation for making and sustaining a brand. You have to be a brand first and create your credibility to create the brand you are working with.

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

NEVER LOSE HOPE.

Today there are many platforms and an audience for all types of content for anything and everything.

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

Direction is something I have already moved into. I would like to direct more content and create from scratch my vision and translate it on big screen.



PRAGYA RASHMI

PSYCHOLOGIST
MENTAL HEALTH WORKER & ACTIVIST

Popular clinician. Has helped over 500 clients during pandemic

REBT Certified by Albert Ellis Institute



Pragya 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?

Human mind is the ultimate unexplored frontier even today. Human pain and angst, loneliness and misery has always touched me. Joined mental health as a grass root psychological counsellor way back in 90's as a student volunteer, working in suicide prevention with befriender's INDIA/UK. My younger days saw me as a mental health activist partnering with non-profit bodies to help street children. There I saw the invisible to naked eye of society the ugly world of child sexual abuse in male children. The next work field was HIV/AIDS and the world of abused men, men dealing with gender identities and sexualities. To provide a platform for mental health and integration found my beckoning with same. I did my doctoral thesis on Homosexuality and that went onto become a platform for LGBTQ issues.

Over next two decades I have worked across the country and now in Hyderabad spreading awareness and providing platforms, reducing stigma attached to mental health issues.

WHAT MOTIVATES YOU TO WORK?

When one is rewarded by the smile of a patient or his/her family member.



PALLAVI VASUDHA VISHWAS

HAPPINESS COACH, EDUCATOR,
TELECOM ENGINEER
FOUNDER, HAPPY HARMONY

Has touched hundreds of lives to help them reclaim their purpose, discover their potential and achieve new levels of prosperity

📷 @pallaviindulkar.9



Pallavi 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?

The Happiness of life depends on the quality of thoughts. Feel the happiness within yourself to spread its fragrance outside.

I am a Harmony Happiness Coach, a passionate Soft Skills Trainer, motivated Educator, and an enriched Telecom Engineer, a poetess, an aspiring Author and a nature lover.

I as a young girl, who was full of dreams and wanting to make a mark in this world, started my career as a Telecom Engineer climbing the ladder of learning and growth successfully traversing the best companies in Telecom Industry. The versatile and rich experience inculcated management skills, leadership skills and effective decision-making skills.

Harnessing my learning further, I completed MBA in Human Resource Management, which catapulted my career as the Head of Department, mentoring, motivating, and counselling students to help them achieve their desired goals. An opportunity to make a difference in the lives of youth.

My personal and professional journey has been a canvas of various colours. From a young girl to a married woman and then a mother of a loving son. Also, professionally from a Telecom Engineer, later moving to Academics and then a trainer and coach - A complete change over.



This all called for a blend and balance of work -life to keep going which inspired me to pursue PhD in Management with the thesis titled 'Work Life Balance amongst working Women.

The constant quest for new learning helped me pursue Soft Skills training International certification and Happiness Coaching, International Certification.

My parents are the pillars of my wellbeing. Simple living and always helping selflessly making a difference in others' lives. Living the essence of life with a smile. Their way of living by example inspired me to venture as an entrepreneur and founder of "HappyHarmony". It's is an endeavour with the larger purpose of life in the joy of giving back to the mankind.

My Soft Skills Training sessions help youth develop life skills and a positive mindset to pursue their dreams by enhancing individual strengths to shine happily.

My Harmony Happiness coaching empowers women to pilot their flight of happiness with self-belief and confidence.

WHAT MOTIVATES YOU TO WORK?

I am a happy person with positive thoughts and motivated actions. I love interacting with people and being amidst them while learning and growing together.

I am passionately sowing the seeds of happiness so that the flowers blossom joyfully with a fragrance of love and hope.

I strongly believe in myself which motivates me to get up each morning to do things that I love doing of spreading happiness and smiles across miles.

Having a positive mindset helps me see through the challenges. The commitment towards life purpose and the vision to make a difference keeps me going each day.

Practising Gratitude and positive affirmations daily, boost my motivation. Gratitude is the key to happiness.

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

The harmony of healthy body, positive and spiritual mindset brings happiness. It is very satisfying to believe that you are worthy and being yourself without any judgement. This gives the self-confidence to be the change making a difference by doing what makes you and others happy.

It is satisfying to take decisions that benefit self and the society to lead a respectful and fulfilled life. It is heart-warming to be able to touch upon lives across the physical and mental boundaries.



Gratitude for the confidence, positive mindset, and belief to accomplish the dreams.

It is challenging to practice acceptance of the unavoidable events of life and not over analyse the happening. The challenge to be mindful when people have a closed mindset and are not ready for self-discovery to explore happiness. The challenge to experience the obstacles with a smile and never lose hope.

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

I am a simple person who loves the joys in small things. The most interesting thing about me is my smile and my attitude to never give up.

I enjoy observing people, their behaviour which proves that each person is unique and talented. The nature's bounty attracts me, and it is blissful to be amidst nature.

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

The entrepreneurial mindset is extremely necessary for sustainable actions.

The most crucial skills for succeeding are to be empathetic and passionate to help others succeed, connecting to communicate with honesty and integrity, a strong sense of ethics and creativity along with leadership skills.

A positive attitude to take focussed actions to face challenges and achieve the desired outcome. You need to be a person who fosters curiosity about self-awareness on the pathway to success. Motivates to keep going to overcome the barriers in personal and professional life. Builds confidence and self-belief to find solutions.

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

The decision to quit a steady job, take risk and start as an entrepreneur, following my passion, spreading happiness.

I love writing, a gift received from my beloved father. Writing brings happiness to me. I am passionate about writing poems and being on the stage for the love of acting.

I am extremely passionate about being happy and making others happy.

I am passionate about appreciating the goodness of life.

I am passionate about being human and building happy ever lasting relationships.



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

Pre-pandemic the economy was booming. There was a readiness to spend money and invest for employee development. Individuals too were positive to discover what it takes them be content and happy in life.

Post-pandemic the economy was rocking on the grounds of unknown difficulties and slowing of revenues. This impacted the mindset to invest for self-development. There is growing stress levels due to uncertainties of money flow.

However, there is positive news about progress and prosperity as this industry is growing.

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

The problem related to stress causes anxiety about the uncertainties of future. The essence in living in the present and being mindful of the now is forgotten by worrying about the future. The feeling of worthlessness, self-doubt and being ungrateful leads to unhappiness.

The biggest challenge was aligning work with purpose, overcoming barriers of mindset, integrating health and wellness into daily routines, receiving value for the services offered.

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

Dream big, take actions, and achieve big.

Know your strengths, believe you are worthy, be the radiant confident, shine with positive attitude, never give up, keep going and reach the skies.

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

Making happiness a value and habit. I have embarked on a happiness cruise to widen the reach of happiness across the miles.

Every woman deserves to have a harmonious life while perusing her goals with a strong belief in herself to accomplish her dreams.

Helping women blossom by relieving themselves from stress and achieving a work-life harmony to enjoy what they love to do & be happy in their lives by finding their inner happiness.



RUKSHANA A. KAPADIA

CONSULTANT & STRATEGIST

HOSPITALITY

*Runs an award winning blog,
theculinarycommentator.com*

Has worked with some of the top brands including Mio Amore, Chai Break, Gourmet Passport, N.R.A.I. and more

Awarded IFBA 2016 in the Restaurant Review Category by The Food Blogger Association of India

Best New Voice and Best Baking and Sweets Blog 2018 at Top Food Bloggers Awards

Best Photography Jury's Choice Award and Best Photography People's Choice Award by the Top Food Bloggers Awards 2019

📷 @theculinarycommentator



*Rukshana 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 content creator, writer, hospitality consultant and a brand strategist. I have been working from last 25 years and I consider a great privilege to do what I love every single day.

Professionally, I work as a Consultant & Strategist in the Hospitality Industry and have been associated with some of the biggest names in the business. In my journey so far, I have worked with some of the top brands including Mio Amore, Chai Break, Gourmet Passport (owned by Dineout, Times of India Group), N.R.A.I. - National Restaurant Association of India(Kolkata Chapter) to name a few.

My project the Food Diplomacy Program for the Department of State, U.S.A and Indo-American Center, Washington was a unique and path-breaking international project conducted for the first time in India. I love the challenge of working with F&B Startup's to create and nurture the brand to success as well as working with the established Brands so they can continue to attract the patronage they have enjoyed over decades.

I write and review prolifically on the subject across myriad domains including ET Hospitality World(The Economic Times Group), Sanmarg Hindi Daily(Eastern India's most widely read Hindi Language Daily), Hangla Hneshel (Bengals Most Popular Food Magazine) Window on Travel, LBB and What's Hot (Times of India Group) and Zomato.



I also have co-hosted the first season of Friends Kitchen-Heroes of Hospitality on Friends FM. I am the proud founder of the Kolkata Food Fanatics, a small but elite group of food enthusiasts and bloggers and Indian Culinary Commune, a Facebook community of people who take their food as seriously as I do.

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

When your work is your passion, you do not need and motivation to get up because everyday is just filled with gratitude, doing what you love and love what you do.

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

What I love about this industry is that it is completely driven by passion, we are there to help celebrate, comfort, relax every customer and every guest. Yes we make sacrifices of our time with family with friends, holidays, special occasions, but by the end of the day the smile and happiness we see in the customers face makes everything worthwhile. That's the part I love about this industry.

What I don't like is male to female ratios are concerned. We definitely do not have enough women, traditionally women is always the hostess in the house, she is the one epicenter of the family, social gathering be it arranging food, Indian khatirdari that we pride ourselves on. I hope moving forward women are given place in the industry and treated with equality, inclusiveness and respect also safety at work by their employers and their colleagues.

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

I am a voracious and passionate reader. I need to read pretty much everyday, and I read everything I get my hands on - it can be newspapers, historical , comics, fiction, adventure. I am an absolute bookworm.

Another thing you wouldn't know about me is that I love fridge magnet thanks to family and friend who get me one when they travel around the world.

I also love Owl which signify wisdom and would love to have a pet someday if allowed by authorities which I don't think is!



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

Desire to learn and to learn everyday. A succesful day is when I have learnt something and a lousy day would be when I have not learnt anything. Learning is growth irrespective how long you have been working, it is about your desire to keep learning.

Being a Teampayer is also important. You need to treat people with respect and has nothing to do with age.

The third thing is that as I grow older, now that I have been working since 25years - is giving back. take alot of pride in mentoring whom I have good fortunate to call friends, so they can experience or benefit from it.

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

Outisde of work, I am passionate about my family and friends and realtionships with all the people in my life whom I truly cherish. Also I love to read and travel and hope in coming years I have more opportunities to explore with my partner. There is so much more to explore in India and I hope to get a chance soon.

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

The problems are government in all states should make it easy to open a restaurant in terms of more support to fb & hospitality industry and promote tourism across India and do much more. Licenses, permissions and basically streamlining processes especially for smaller capitals for whom it is not easy, so to encourage them prodcedures should be aligned.

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

For me its always about passion. Passion beings commitment and it brings perseverance. I can only tell people do want you love. Alot of things I learn today from younger generations with whom I work in the fratnerity whom I address as Tech Gurus! I call them and ask how to do this and that on instagram / facebook. So keep learning. Be like a sponge soak up the knowledge from others and do what you love.



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


I am someone who has learnt to always live in present and treat each day and give best efforts. There is gratitude to waking up everyday and doing what you love. For the future, I want to continue to love and serve my colleagues, my clients, my friends and just carrying on and learning more and doing more!



SANTHOSH KRISHNAMOORTHY

WILDLIFE PHOTOGRAPHER, MENTOR
& ENTREPRENEUR
BIRDWING

*Highly Honoured – Nature's Best
Photography Asia 2018 and 2020*

 @frames.nature



*Santhosh 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 Santhosh Krishnamoorthy, a passionate Naturalist and an Award winning Nature Photographer. Co-owner and Director of a company called Birdwing Travel & Photography. My journey started in the Corporate world when I joined IBM right after my college in the year 2000. At around a point when I was reaching an amazing milestone of completing 12 years in the company, some spark inside of me got ignited. To this day, not sure how though.

I started garnering interest in the amazing Natural World around us. Got into birding and just observing nature. Picked up photography along the way too. Photography became a medium for me to document and learn about the wonderful things that I was able to observe. Also, started a blog to share my experiences with a larger community. The interest and passion in this kept becoming stronger. So, one fine day, I decided to quit corporate and pursue my passion full time. 2015, it was when my entrepreneurial journey began. I joined hands with a friend of mine with a common passion to take our interests forward. That was Birdwing.



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

Each day out in the field is unlike any other. Nature is always full of surprises. New and amazing experiences are always waiting to be unwrapped. Yes, some days are better than the others. But that is the way of Nature. This unpredictability is what motivates me and keeps me going. I love to just be in the wilderness and love sharing the experiences with likeminded people, my clients.

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

The domain that I am in is a very niche part of the Travel and Tourism industry. Very few people are passionate and keen enough to pursue the love for Nature and Nature photography as a serious hobby. Connecting with such like-minded people is a challenge indeed. Also, the industry like any other is getting overcrowded with mediocrity.

Desperation towards Social Media likes and follows are diverting people away from the true intent as to why one should be pursuing this in the first place. So, establishing your credibility and sustaining it is a challenge indeed. However, I believe that, at the end of the day, one's portfolio (body of work) will speak for itself.

Ok, enough, ranting What I like is the scope of opportunity available to make a difference. Ability to spread the love for Nature to a wide community of people and turning them in a way to be Nature warriors is an amazing thing. The imperative need for appreciation and conservation gets instilled into the people who travel with me plainly because of the knowledge that they gain. Once they realise the value of the world around us and the beauty it holds, they too begin to champion the case of safeguarding Nature in one way or another. Another thing I like is the scope to instil this awareness in school going kids, sowing the seed of love and appreciation right at the roots .

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

The passion I carry on my travels. I have widely travelled and experienced some amazing natural history moments (Not saying I have seen it all, but surely more than the average wildlife enthusiast) In spite of that, every moment out in the wild excites me to the same extent even today. I can hardly rest. Even if I am on a Bird photography tour, I am always looking around for opportunities like may be a wonderful landscape beckons us or a beautiful macro subject like a spider or an insect is waiting to be photographed etc. I am always on the lookout. Anyone who looks at my portfolio will become aware of this I guess.



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

A bit clichéd but, still holds good. One must truly love what he/she is doing. The passion one has, for say in this case, the Natural world, the keenness to understand the wonderful things around us is imperative. The love for Nature, the passion for it along with skills to see it in a different perspective are essential in being able to showcase what is being seen in the best way possible through your images. Along with these skills, one must be very grounded to be able to share what he/she knows with the people coming along. Willingness to share knowledge, act as a mentor.

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

I am interested in very strange things. I love good stationery in general and keep splurging on stuff every now and then. Collecting Fountain pens is one among it. I am into music and have been learning Carnatic music.

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

My company is part of the Travel & Tourism umbrella. So, with this pandemic, we all know that travel has taken a major hit.

No doubt, it has been a very tough time for us.

As we slowly begin to come out of COVID, things are seeming more encouraging. People are showing keenness to travel and exploration. Hoping for the better year 2021

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

As I mentioned earlier, the issue of overcrowding with mediocrity is the biggest challenge. People who are in the know-how will always be able to decipher the better from the average. But, this is still a challenge.

Constantly increasing costs across the board, like travel costs, hotels and service providers' costs etc affect us very much. Always a constant challenge.



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

Pursuing one's passion sounds so cool. But, it is definitely harder than it sounds. However, it is definitely possible if one is truly passionate, is ready to stick with the wavy ride and weather the storm. Nothing is impossible.

And, I have to say this, whatever you do, do slow down and look around you. There is so much happening around you that you are oblivious of. Take time in observing Nature. A truly blissful and life changing experience it can turn out to be. One doesn't have to travel far to do that. It can start right around the place where one stays.

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

There is so much to see and experience on this beautiful planet. First thing, would be add more wildlife travel destinations to my offerings. Taking my clients to experience the unexperienced.

As I mentioned before, kids are the future. Their role in the conservation and upkeep of what is left of the Natural world is going to be very crucial.

So, want to work more with them in the form of various off-school programs to spread the awareness, understanding and love for Nature.

On the personal front, want to work on a few short documentaries highlighting the beauty of some not so well know creatures that share the world with us.



DR. SEEMA NEGI

EDUCATOR (DIRECTOR PRINCIPAL)

Has been Awarded for Best Academic Leader, Bharat Vidya Shiromani, Jewel of India, Shiksha Bharti, Nari Shakti, Nation Builder Award from Rotary, Humanity Award, Dr. APJ Abdul Kalam Professional Excellence award and many more..

She has won the prestigious title of Education Icon - Education Queen 2018, Ms. Role Model 2018, in an exclusive pageant only for educationist.

She is a Global Goodwill Ambassador, An Eduleader and the Principal of Sanjeevani World School, Mumbai, India

Coordinator for SAARC Nations Regional Committee for Global Youth Parliament. Secretary General from India for Global Talk Education Advisor for Sports Academy Association of India

Her work is recognised by the WORLD BOOK OF RECORDS UK, on personal and professional category

Instagram icon @seema24negi



Seema 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?

A curious soul with the adventurous spirit is what I am. Everything that ends with - ING is what I have experienced, whether its gliding, parasailing, paragliding, horse riding, rifle shooting, trekking, slithering, the list is long. I come from the lineage of the Indian Air Force, I enjoyed the diverse learning, while moving from one state to another, during my school days. Adapting to the new surrounding and making new friends was never a challenge.

My career path started from corporate world and led me to the world of limitless learning possibilities by being a passionate educator. Presently working in the capacity of Director founder Principal Sanjeevani World School, Dahisar, Mumbai. I am also a Global Goodwill Ambassador, a life coach and a forever learner.

WHAT MOTIVATES YOU TO WORK?

I have a legacy to leave behind, legacy in the form of successful students, who are an asset to the society; a holistic being. As an educator I willingly embrace the responsibility to prepare students not just for exams, but for life. I strongly believe the future of the nation is groomed and prepared in its classroom, as a teacher we need to instil the life skills, moral and social values in the children for a better tomorrow. It's time to Awaken Minds, Nurture Vision and Make Dreams Come True...



That's motivating enough to jump out of the bed every morning. As every morning comes with a new opportunity to touch lives, to change lives and to contribute in nation building; and preparing global citizens, by leaving a legacy behind.

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

The most gratifying moments are seeing your team members and students entering the school premises happily with smiling faces. As I personally believe a happy teacher = happy student, happy student = happy parent, happy parent = happy school.

Challenging are laden with hidden opportunities, to explore more, to learn more and to overcome with ease. Everyday come with a new challenging, but persistence, perseverance and resilience converts it into opportunity.

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

ME IN ME

I am the shadow of the one I love, Neither submissive nor oppressive,
Just being there, just being ME!
I am passionate, I adore the loving ME,
Being a dreamer, I trail my dreams,
I desire to sprinkle the infinite colours of bliss in your life and in mine.
I am unpredictable, I am the crazy ME!
With your hand in mine, I chose to explore the globe,
With your love by my side, I want to savour the rover in me.
I am a seeker at heart, I am the inquisitive ME!
I am a free spirit; no periphery can seize me,
Life's small pleasures make me contented, sorrow never bothers me,
I want to touch the skies, diminishing downwards is just not me,
I am the determination; I am the ambitious ME!
I am the breeze of fresh air, I am meadows, I am hills,
I am the nature's serenity; I am the calmness and tranquillity,
I am hidden, I am open, I am the mysterious ME!
I am a diehard romantic; elements of nature seduce me,
Like water I flow each day at a time,
I do pause; challenge myself, to extent my limits,
I am unstoppable, I am the unfathomable ME!
I am all that I chose to be,
I am, who I am, I truly value me,
Being your shadow I will forever be by your side,
I aspire, to have you eternally mine,
With YOU by my side I am the FOREVER ME!



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

The most crucial and essential skill is the skill of becoming a lifelong learner and enjoying the mindful journey of unlearn, relearn learn.

In the world where you get a second copy for everything; BE AUTHENTIC. I stand by the maxim "I am because WE are".

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

It's a lovely question, and the list is long I am irrationally passionate about almost everything, as I love to put my heart, mind and positive energy in everything I do.

What I am particular is to devote my time and efforts towards my social responsibilities. I voluntarily offer my services to the underprivileged, homeless and the senior citizens. Being a member of Rotary Club of Mumbai West Coast and Social Ambassador of Indian Development Foundation, I can get the opportunity to serve the society.

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

I strongly believe that every situation has a solution, so we should not wate a good crisis, however tough and trying it might be. The unprecedented times were like a topsy turvy ride for the economy. The economic tsunami, has written many unpleasant narratives, but there is always light at the end of the tunnel, all we need to do it, to hold on to hope and be true to ourselves and our work. Be like a river and keep on making your way to move ahead breaking all barriers...and while moving forward is the only direction. From the education point of view, a pleasant collaboration is witnessed, a collaborative approach of togetherness, school and home together for the child, as the homes are now open to school and schools to homes. We have entered in each other's territory, which has made everyone practice empathy and gratitude.

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

My perspective; challenges & problems are opportunities in disguise. Negativity is like an echo chamber and positive affirmations are the way to move ahead. It's always the mindset, I do not see problems as problems because the day I learnt the art of turning mirror into windows of opportunities, challenges became new learnings for me. I am really blessed that till now nothing was too big to become the biggest.



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

Make empathy and gratitude a way of your life. Let others grow, you too will grow, appreciate the beauty in everything. Life is too short, live it every day, make a difference, leave a legacy behind.

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

Future is unpredictable, learn from the past, live in present and prepare for future, while the plan A is ready so are plan B, C, D. Change is the only universal constant so embrace the change and adapt to the new & say cheers to Criticism.



SHABANA SULEMANI

FOUNDER & OWNER
THE BEANS TALK CAFE

Nominated for Times Food Award

📷 @shabanaghaznavi



*Shabana 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 married at the age of 15 and hence didn't get to complete my education, then started working at 19 in different fields. In spite of being just a 10 pass, I did manage to get many good jobs in life because of my good command over English. I worked in 5 star properties, as a secretary, then we shifted to Saudi Arabia where I became a teacher's assistant and then was promoted to being the main teacher because of my good work. After living there for 20 years, came back to India and took a break from work and got into theatre, did few short films etc and then again took up a job in a finance company. Had this dream of creating a place where people want to feel at peace and have a cup of coffee and good food. Went to Himachal Pradesh to look for a place where I can start a cafe against all tides in the family. Things didn't work out for me there so came back to Pune and got into action and worked towards building this cafe and now here it is The Beans Talk Cafe, which is 2 year old now and had become a name in itself in Pune. My son Farhaan who is a chef joined me to make my dream come true.

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

If you see the cafe ambience, you will understand what I actually dreamt of to create a peaceful vibe and a serenely beautiful place. So my cafe makes me want to wake up and walk up to it. I feel truly blessed to see it everyday. Even though I am still working hard towards making it bigger.



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

Most satisfying would be, the joy on our guest's faces when they enjoy the food and the peaceful look on their faces when they see the cafe. Most challenging would be when times are bad such as this pandemic, to make things work and to survive, which we have done throughout the pandemic. Where only me and my son were doing deliveries for a long time till things became normal.

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

That I love to travel, dance, read and love to be around nature. That I am crazy enough to do things which people might not think of.

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

Cooking obviously, because if you know good food you will be able to serve good food. Secondly, more than having a business sense one has to be street smart I feel.

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

Dance

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

A lot. As you all are aware, to survive this was one of the biggest challenges. But we did manage to come out of it.

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

Being a woman to handle men in this field can be a little tough but I did manage with being firm & calm at times and also with a little loving nature. Handling suppliers, sales person, staff, owner etc is not easy. But I am doing a fair job I guess.

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

Dream, as its good to dream because that motivates you towards what you want to do in life and do work towards your dream with passion. Don't let others pull you down, as it will happen but IF you think you are right . Work towards your goal and dont give up, come what may.



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

Would love to have many more branches of The Beans Talk Cafe and other food outlets. Would love to have so much funds that I will be able to help others in some small ways. Would love to build a Senior Citizen Fun Place, where they can spend the day, when their children are out at work. Would want to help child education.



SHARMILA PANDEY

MARATHON RUNNER

Till date completed 102 marathon runs (10k,15k,21k,25k)
& 60 Virtual Runs

100 km Oxfam Walk - Has done Ultra 6 hrs Run

Guinness World Record Holder in Plank Challenge and
Backward Race

Recently this year did the "Kailash Manasarovar Trek"

Devil Circuit finisher for consecutively 3 years

📷 @sharmila.pandey.775



*Sharmila 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 Sharmila Pandey was a practicing doctor by profession until I got married. Life completely changed after marriage, there were responsibilities towards family and children. All I cared was for them until my elder daughter Aabha got independent. Suddenly it clicked me to take decision for myself, think about myself also because it was high time. The advertisement of Tata Mumbai Marathon which was some years back known as Standard Chartered Marathon inspired me to once again get into sports which was always my passion.

I started the journey of Marathon in 2014 Feb and my first run itself was 21 km which I successfully completed and till the present moment I am aiming to finish as many as runs.

WHAT MOTIVATES YOU TO WORK?

The passion towards the sport and the appreciation which I get in various forms such as appreciation through action of speech, medals, love and respect from the athlete community and the encouragement which my family gives me.



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

The part that Marathon is not a competition but it is an appreciation that is being given to each and every one who participates without any biases. People in this community just appreciate you so much and motivate you so much and they literally believe in the practice of unity and equality.

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

Being a women with patience is something I feel people won't be able to learn from my profile alone. The wait i have shown is to no extent. It took me 22 years to give myself second chance.

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

Dedicated, disciplined, punctuality, focus, determination, emotional maturity, competitiveness and a positive attitude these are the things which is required to succeed in my field of sports. Basically balance in emotional intelligence and physicality is needed.

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

Cooking, Traveling, Adventuring

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

The biggest loss during pandemic was that since my sport i.e. Marathon Running is an outdoor game, initially it was not possible to practice. But then I started doing inside my house itself from one room to another. It was a different experience, but we Indians as we say are the "jugadu" ones. We find some or the other alternative in getting things done.

My industry as such was affected in a way that earlier the marathon events used to be grand and there was involvement of lot of sponsors which had an easy flow of money as many people came together helping each other and conducted the events. But now post pandemic, the marathons are runned virtually and the craze or madness which was earlier has reduced since people run alone at their place itself.

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

There was nothing as such.



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

Consistency is something which people should practice because we humans usually have the basic tendency that if its done done in the first or third attempt then we should drop the plan or idea and move to another one. But this is wrong! Consistency in any field is mandatory.

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

I never ever planned my life, I always went with the flow. Always grasping the opportunity that came on my way. For now also as such I don't have any future plans but yes a goal to achieve of doing and practicing the most of marathons and other adventure sports till my last breath. Because for me this has become like an addiction, a good addiction that I suggest everybody should experience.

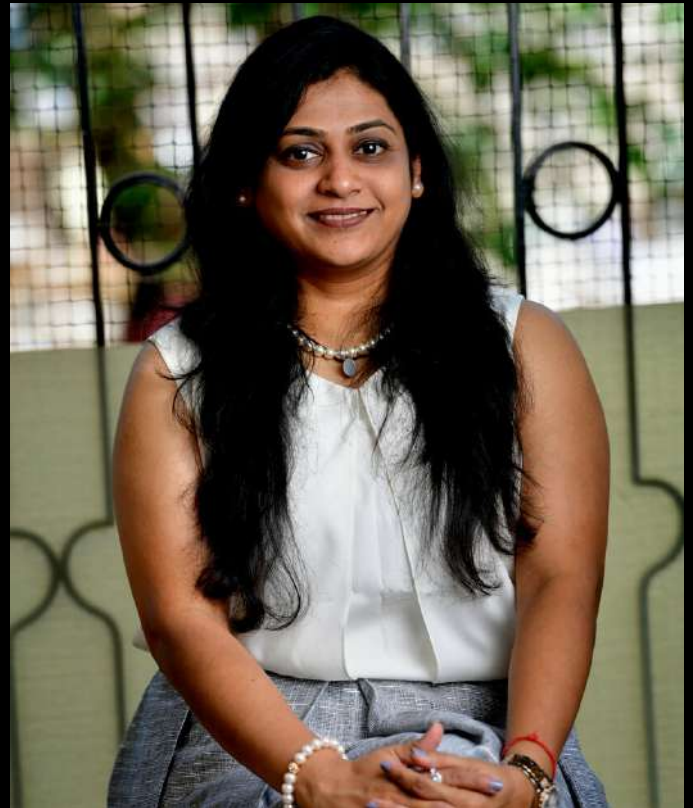


SHWETA POWAR

FOUNDER AND CEO, ARIA COMMUNICATION

Established PR firm based out of Mumbai

Instagram @shwetapowar



Shweta 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?

All throughout my childhood, I had been ambitious with a zeal to carve my own niche. Banking on the importance of being financially independent, for my pocket money, I eventually began my career in the aviation industry. The initial years had been a rollercoaster ride and I had to deal with challenges during my initial days with no one being ready to hire me. There was dejection, but for me, the sky is the limit, that's how the thought of conceptualizing my own agency came into my mind, and ever since there has been no looking back. Starting as an entrepreneur, with no back up on finance it was definitely a tumultuous journey that I have overcome with my determination and ability to learn. Never giving up attitude has been my biggest strength. Till date there never has been a day that I have regretted being in this profession. With a vision and passion, today Aria Communication has carved its niche and is proud to have onboard an all-women's team.

WHAT MOTIVATES YOU TO WORK?

Breaking stereotypes, ideating, gaining respect and recognition, and financial independence are the key factors that keep me motivated to work. One of the biggest things I have learned in my career as a PR professional is that there are absolutely no shortcuts to hard work and success. I would to an extent like to replace this with smart-work. You have got to do what it takes to get the job done. However big we may grow in the future; it will always be my persistent endeavour to be there for my clients whenever they need us.



Apart from this, another significant aspect that I must mention is fostering your team. Being in the business of selling human intellect, and everything we are is because of the people who function with us, having a hardworking team to work with is another factor that keeps me driven.

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

Being in the communication industry it's always about garnering knowledge every single day and every day comes up with new challenges. This profession is the powerhouse of knowledge which is something I adore about it. Creating and building brands through strategic communication gives me the most gratifying experience. Entrepreneurship is a marathon and there is no scope for any dislikes. You have to learn to turn the dislikes into your core strengths so that you can be part of the race

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

I am as free as a bird with unlimited patience, heaps of tolerance, and a never-give-up attitude.

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

Determinations, commitment, sticking to timelines, perseverance, having to live with pressures are the pivotal factors needed for succeeding in this career. Strong control on your emotions, problem-solving nurturing your team, being able to be tough when things are easy, and being approachable when the going gets tough can facilitate in measuring the efficacy of your growth.

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

I am a firm believer in holistic well-being. One thing that drives me as passionate as my profession is my fitness routine. Meditation calms me down and ensures I am always grounded and keeps my brain active and in top shape.

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

COVID-19 pandemic did affect the economy globally and the PR industry has been no exception. This was the toughest time for all businesses. PR is most often considered as a luxury by the clients and was not deliberated as the need-of-hour at that given point of time. Purses had become stringent, there had been a massive shift in consumer behaviour overnight and audiences had got scattered. As a communication specialist, it was important to be proactive. Creating and prioritising services as per the client's requirements during the pandemic helped us sail through the tough times.



We ensured that it was important for clients to understand that with an appropriate PR strategy, a company can grow exponentially complementing its business objectives. However, the PR landscape has changed considerably now. As the situation is slowly heading towards normalcy, it is important to understand that the practice of PR needs to evolve and requires an equilibrium between the traditional and unconventional media. Platform preferences are now more than ever playing an important role in communication.

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

Presently the public relations space is an evolving one. Today, PR is no longer limited to getting articles published in newspapers or magazines. Instead with digitalization making its importance felt, it's about consuming every worthy opportunity you stumble upon. And that's exactly what we do. There are no distinct margins as to what services come under PR and what doesn't. We have always been doing whatever it takes to safeguard that the client's brand is visible and highly recalled among its target group. Speaking about my challenges, I believe high expectations and ascertaining your worth is one of the biggest challenges. To be a successful communication specialist you have to be faster than any other news.

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

I feel strongly about woman empowerment. A lot of women do ask me "is it too late for me to start again". So, all you women out there, you are capable enough of achieving much more. You are powerful, tough and you truly deserve every chance to pursue your dream. It's never too late for anything. Go out and define success on your own terms and achieve it, despite your reasons and restraints!

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

Today we are a bigger, stronger, and robust team totally proficient in handling clients across diverse services and verticals. From a PR Agency, we are now looking to expand as a 360-degree communication agency that can offer all services under one roof. Besides we are tapping other geographies nationally where the agency can set up its offices. With expansion plans being in the pipeline, I am just waiting for the right time to take that plunge.



ZUBIN MEHTA

MANAGING DIRECTOR
UNIFORMS UNLIMITED

His company "Uniforms Unlimited" is a pioneer in the industry making finely-cut and well-stitched Uniforms, now recognized as one of the foremost Uniform Designers & Manufacturers in India

Participated in Guinness Book of World Records for Largest Mud Pie in capacity of Partner and Official Participant

Certified Master Cutter for Bespoke Garments design and cutting from Savile Row London

 @uniformsunlimited



*Zubin 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 Certified Master Cutter in the Art of Design, Pattern Drafting, Tailoring & Cutting of Bespoke Suits from Savile Row London. I started my career with a stepping stone laid by his father & grew a small tailoring business into an enormous company and eventually become the market leader. My company Uniforms Unlimited is undoubtedly the most sought after company for Uniforms in India today.

I head Operations, Design Studio, Sales & Marketing and has a complete team to handle most of the production and operations with his focus on research, market study, innovation and consumer orientation ensuring that every delivery exceeds expectations. I introduced and implemented systems like Computerization, ERP Software, CAD, Automated Cutting Machineries, Computerized Embroidery, Digital Printing etc and has managed to make the company one of the most organized and structured uniform manufacturing setups in India with staff strength of nearly 450 skilled and semi-skilled workmen.

Uniforms Unlimited provides Chic Corporate Apparel to various sectors like Hotels, Airlines, Schools, Hospitals, Corporates etc. - serving over 700 hundred clients globally. Having developed unparalleled standards in the art of designing wearable uniforms, I have been able to achieve recognition and appreciation from one and all.



I can proudly boast of his company's manufacturing strength, wide spread experience, quality of product, service and class in Design, a cut above the rest.

I have setup successful brands "Chefs Unlimited" - The Look That Cooks and "DEZENZIA" - Designer Uniforms under the Uniforms Unlimited umbrella.

Today, Chefs Unlimited has transformed into one of the most desirable Chef-Wear Brand sought after by Top Chefs who take pride in their profession.

Dezenzia is an optimum combination of creativity and sensibility that balances high-fashion with practicality. It is the haute couture collection for businesses where impressions count. I have always been very passionate about uniforms and for the need to fulfil the need of a top uniform designer with the practical yet classy approach.

WHAT ARE THE BUSINESS ETHICS YOU BELIEVE IN?

I believe that core values of a business is what differentiates an organization and its work ethos & culture. Our ideals reflect each of our core team member's basic business principles and characteristics, which form the pillars of our business.

HOW DID YOU DISCOVER YOUR REAL PASSION FOR THE WORK YOU DO?

One fine day as I went to a hotel, I came across a Chef who was walking around with a Torn Chef Jacket. I thought that the jacket must have been caught in a nail somewhere and torn off and the Chef hadn't probably realized it. So, I went up to him and informed him that his jacket had a tear. To my surprise, he smiled at me and said that he knew and that he had been issued that jacket by the uniform room. I couldn't understand why a torn jacket would ever be issued to a chef. At that time Chefs were treated as cooks only and no one bothered much about these real Heros of the Hospitality Industry as they were "Back of the House Staff". Chefs had an annual uniform budget and if during the year they were to tear the uniform, there would be no budgets for replacements.

This is something that ignited a passion in me for doing something for these Chefs.

"Why would the Chef Jackets tear in less than a year?"

"How can this be prevented. What can I do that will make a difference?"

Now, Passion started kicking in.

I started inquiring about chefwear from the best companies in the world. "What fabrics do they use? What is the different method of constructing a longer lasting uniform? Why can't Chefs have a uniform that looks smart? So what if they are Back of the House Staff, Why can't they feel good about what they wear while they work?"



With great difficulty I got my hands on an imported Chef Jacket and started my research. I visited number of Fabric Mills to analyse the fabric and provide me something similar or same as that. At that time I would say that we could use about 500 meter of that fabric in a year, but every Mill I inquired with would not agree to make less than 5000 meters at one go as a trial batch for me.

With great convincing and persuasion I somehow managed to convince a Mill to give me 2500 meters with an assurance that I would pick up the remaining 2500 meters by the end of the forthcoming year. It also took a lot of convincing to my father to cough up the money for the 2500 meters for the trial run even as at the time our annual prediction of consumption was only 500 meters.

I guess I hit the jackpot with my idea and all the clients loved my fabric and my ideas about a new design for Chef Jackets that would last for over a year in the industrial laundries of 5 Star Hotels.

I consumed all the 2500 meters in the 1st year itself and already ordered the next lot. I struck a deal with the Mills to monopolize the fabric only for me. Somehow they agreed and till date I hold the monopoly.

This was a game changer. Not only did it ignite my passion but also revolutionized the Chefwear concept in the minds of the Hoteliers.

I started offering new designs for Chef Uniform and even offered colours to the otherwise drab white plain chef jackets.

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

A message for our youth – Learning never stops.

Strive for Excellence – Success will follow.

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

My aim is Global Expansion.

My motto “Strive for Excellence & Success will follow....”