

HELLO!

INDIA • VOL 14 ISSUE 1 • APRIL 2020

COVID
CRUSADERS

DIVERSE VOICES ON A BRAVE NEW WORLD

COVID-19 THE CELEBRITY CRUSADERS

BRINGING ABOUT A NEW WORLD ORDER

QUEEN RANIA OF JORDAN,
ELTON JOHN, KIRAN
MAZUMDAR-SHAW & MORE

BREAKING NEWS

ADAR AND NATASHA POONAWALLA

TALK OF A
NEW VACCINE
AGAINST THE
NOVEL VIRUS



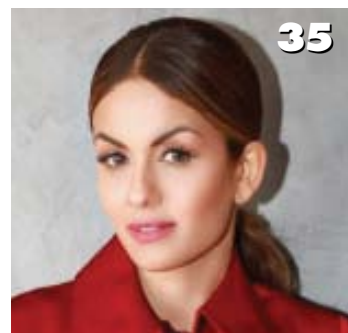
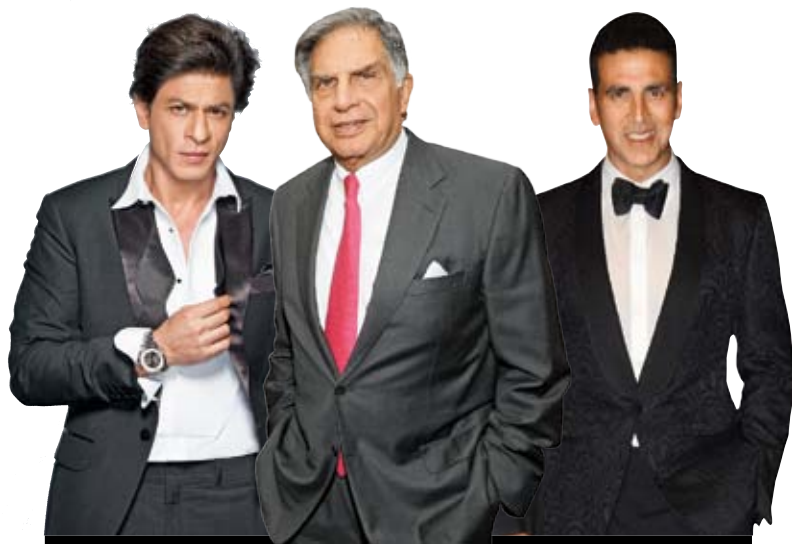
Prashant more

COVER ILLUSTRATION: PRASHISH MORE
INSTAGRAM: @PRASHISH_MOORE

19 COVER STORY

HEROES OF COVID-19

They say a person's character is revealed in crisis. This cover story shows you the character of the nation's super-achievers, from soldiers in governance to start-up mavens to movie stars to corporate giants – all who have opened their hearts and wallets to sustain the vulnerable and provide armoury to the medical establishment, to fight the battle against Covid-19



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in India. While Bharti Kher carved her life out of stone, Subodh Gupta infused softness in hard steel. Every stroke of brush by Jitish Kallat is a symphony in itself and connoisseurs like Roshini Vadehra and Amin Jaffer bestow due respect upon them by their unique way of showcasing and spreading awareness about the ethos of art in the masses, and not just in India but across the globe. Furthermore, Sonal Ambani's metallic collection, Nandita Jain's contemporary sculptures and Sanam Bakshi's flight of imagination were stunning. But the biggest stunner was *10 Most Expensive Works of 2019*, which proved that the human brain is invincible. The report on India Art Fair 2020 gave a very soothing feeling that if there are performers, there would admirers too to applaud and encourage them.

Padma Jagdish, New Delhi

SPANISH LOVE

I truly enjoyed reading the Ines Salinas's story in HELLO!'s Art issue last month. The photographs were splendid and the layout looked beautiful. Thanks to HELLO! for coming up with yet another fantastic art issue with the right mix of artists, collectors, patrons and important individuals from the art fraternity. I would also like to point out the very well-researched interview with Francesca Cartier Brickell. More power to HELLO! for bringing out many more such issues to the light of discerning readers such like me.

Poonam Bakshi, Uttarakhand

and Subodh Gupta and also Jitish Kallat – it was a great way to present the new art ecosystem!

Shailja Chawla, Pune

A COLLEGIUM OF MASTERS

HELLO!'s Art issue had a collegium of master artists. The five iconic personalities in our New Art Ecosystem have unmatched potential to add voice and emotions to the art scene



YOUNG ART COLLECTORS

The March issue of HELLO! was full of interesting interviews and features. I enjoyed reading the stories on the journeys of the featured art collectors. Fresh faces such as Shyamal Bodani, Akshay Chudasama, Shraddha Bhansali, Saloni Doshi and Tripti Arya Jindal are good to read about. The cover story, of course, stole the show with icons from the art world gracing the pages of your

prestigious magazine.

From art curator Amin Jaffer, gallerist Roshini Vadehra to artists Bharti Kher



THE ARTISTIC ECOSYSTEM

The New Art Ecosystem issue had a few extremely interesting and incredible articles. I thoroughly enjoyed the colourful edition and truly appreciate your efforts in putting together such detailed articles. The cover interviews with Amin Jaffer, Roshini Vadehra, Bharti Kher, Subodh Gupta and Jitish Kallat were quite insightful as they spoke about relevant issues, learning from each other and inspiring everyone. Keep up the good work, Team HELLO!.

Amit Pateria, Gwalior

HELLO!

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Watch out for
our May 2020
The Wellness
Special



Guest Editor
SADHGURU

'I like the reinvention of the terms AC and BC. After Covid and Before Covid will be the new historical dates in our calendars now'



What we are witnessing right now is something I could never imagine would happen to us in our lifetime. It is like watching a Sci Fi movie and waiting for the hero to come and stop the world from devastation. And then he comes with the magic wand, finishes off the enemy and the world is a happy place again. Our reality right now is just slightly different. There is no hero here to save us from what is going to be the biggest challenge to our human race yet! COVID-19 – a word which will go down in history as the most used and the most dreaded word in recent times. Something which started off as a regular flu in a city called Wuhan, in China's Hubei province, has shaken up the whole world which is scrambling to save lives, livelihoods and the economy. Every corner of the world has been affected by this deadly virus, which has defied the most advanced science and medicine of the 21st century. Here we stand, as helpless as a baby which clings, hoping against hope, for some vaccine, some cure to stop the spread.

The whole planet right now is cocooned within the four walls of their homes, as they desperately try to survive the 'LOCKDOWN'. Life has come to a grinding halt, and gloom and despair have descended on this beautiful planet. We are all quarantined, left to our own devices, staring at an unforeseen future. While most of us are consoled thinking this is the perfect 'ME TIME' and we should all catch up with stuff we never had time for, the reality is we don't know what's next? I like the reinvention of the terms AC and BC. After Covid and Before Covid will be the new historical dates in our calendars now. This AC and BC is going to go down in history books. Because the virus is changing us, our societies, lifestyles and

priorities in ways we are still unraveling.

As we prepare ourselves for life 'AC', we are going to enter a whole New World Order. The digital world has never been more active than it is now, where everyone is working from home, transacting from home and even producing magazines from home, like we are. So here we are, with HELLO's first-ever digital issue, celebrating the heroes who are countering the highly disruptive Coronavirus, with their generosity, foresight and love of their countrymen. From a Shah Rukh Khan to an Akshay Kumar, from Anand Mahindra to a Ratan Tata – we bring you a host of celebrities who have stepped beyond the call of duty to protect the vulnerable, provide medical reinforcements, and show solidarity with our medical forces. HELLO! also brings you profound insights into how this period of minimal living, has transformed personalities we look up to from all walks of life – fashion, film, royalty, the arts – and how they perceive the Brave New World that might emerge. We do hope you continue to enjoy this virtual magazine, as much as you enjoy physically flipping our glossy pages.

Yes, they do say this too shall pass. But there is one lesson which this dark, eerily back-to-basics period of our lives has taught us – life is a great leveler. It spares none. The most pampered society families are scampering for groceries, cooking, swabbing. World leaders and superstars alike have turned their attention to help the needy. Luxury brands are using their factories to make supplies to combat the virus. The tiniest of micro-organisms have brought the world's biggest countries and its leaders to their knees. So, NEVER mess around with nature. You never know when it comes back biting.

Ruchika

Ruchika Mehta, Editor



AMORA BY GOOD EARTH

In an ode to flowers indigenous to the Himalayan foothills, the Indian luxury design house, Good Earth has come up with a new 'Home and Sustain Spring collection', 'Amora'. As Spring arrives, so does the new collection featuring soft hand-woven cottons, *chanderis* and fluid silks. In palettes of ivory, soft pastels, garnets and deep emeralds, inspired by blue poppies, Himchampa magnolias, rhododendrons, wild roses, honeysuckle and primrose, are the beautifully curated pieces of the 'Sustain Spring collection'. The 'Home collection' includes a range of printed and embroidered cushions, bed line, and tableware bedecked with dynamic floral motifs.

TOMMY HILFIGER TURNS 35

For its 35th anniversary celebrations, Tommy Hilfiger takes a nautical turn into the past to curate the Spring 2020 collection. An amalgamation for the brand's endless love for sailing in addition to a twist with elegance, the collection is called 'The Tommy Hilfiger Icon'. The campaign, led by the brand's spokesperson and ambassador Winnie Harlow, also features South African model and philanthropist Candice Swanepoel and American model Hannah Ferguson. The three women exemplify the clout, enthusiasm and elation that's shared by the fans of the fashion house. Bold colour blocking, the classic Hilfiger palette, the iconic flag graphic, crested buttons and Breton stripes are the key features throughout the collection.



HOUSE OF LAGERFELD AND THE WOOLMARK COMPANY THE KARL LEGACY

In order to immortalise the legacy of a pathbreaking designer, the House of Karl Lagerfeld has joined hands with The Woolmark Company; which also happens to be the company for whom Karl orchestrated his first creation at the Woolmark Prize in 1954. The tribute collaboration to Lagerfeld's legacy features the launch of the 'Knit Karl Box'. Each Knit Karl Box encloses one of four unisex Lagerfeld designs – a cap, pullover, headband or scarf which are to be crafted with knitting needles, yarns, personalised pins as well as instructions for how to knit the piece.



CHANEL'S FALL/WINTER COLLECTION 2020 ON THE RIVER SEINE

The Seine river, featured in books and movies galore, has made it to Paris Fashion Week. Virgine Viard, who is currently directing the French Maison, set sail her latest collection for Chanel/Fall Winter 2020 which is permeated with motifs that rhapsodise the meandering River Seine. Models stormed on the runway – sometimes in pairs and triplets – at the Grand Palais in Paris. The collection features cavalier boots, loose-fitted front pleating pants, admiral buttons on double-breasted tweed jackets, ribbed sweaters, ruffled "pirate shirts" and pronounced shoulders with bishop and mutton sleeves. Belts, long chain necklaces, cuffs and earrings broke the softness of the mostly black-and-white ensembles with an addition of pale green and the emblematic pink of Chanel.

EXCLUSIVE

AS SHE SELF-ISOLATES

KELLY BROOK

REVEALS HER RECIPE FOR LOVE, LIFE AND LOSING WEIGHT - WHILE KEEPING HER CURVES



The stunning model, actress and radio presenter says, 'Losing weight is like landing a plane. Slowly but surely you bring it down'

(LEFT) SUIT: RIVER ISLAND. SHOES: TOPSHOP. BRACELET: TILLY SWEAAS. (RIGHT) TOP & SHORTS: RIVER ISLAND

Showing her famous curves and perfect pins in sunshine-yellow shorts and a matching jacket, model, actress and radio presenter Kelly Brook beams as she takes a batch of freshly baked fairy cakes from the oven.

"I always bake in flat shoes at home," she laughs, having demonstrated her culinary skills in a pair of lemon heels for the purposes of HELLO!'s glamorous photoshoot. "It's much easier."

If her hourglass figure is anything to go by, the vivacious Heart Radio DJ is living proof that you really can have your cake and eat it – she has lost two stone and dropped two dress sizes in a year.

"I've always loved cooking," says Kelly, who will be appearing alongside fellow celebrity

contestants Carol Vorderman, barrister Rob Rinder and comedian Mo Gilligan in this year's *The Great Celebrity Bake Off* in support of Stand Up To Cancer.

"My favourite dish is Sunday roast followed by tiramisu. Being Italian, my boyfriend Jeremy [Paris] loves pasta, so I make him dishes like spag bol and creamy veggie lasagne. "I'm a firm believer that cooking is good for your mental health – put down the phone, give social media a break and bake with your partner. Jeremy loves eating cake in the morning so he makes loads of them. His ricotta, chocolate and lemon cake is amazing."

ROLE MODEL

As the new face of weight-loss company

SlimFast, Kelly credits its plan with helping her achieve her "size sexy". The 40-year-old is now a svelte size 12.

"Losing weight is like landing a plane. Slowly but surely you bring it down. Now I feel like my old self again."

It's hard to imagine that Kelly, whose success in modelling led to her creating her own lingerie and swimwear ranges, could ever have felt the need to change how she looks. However, she recalls the precise moment when she was made to feel uncomfortable about her size.

"I was at a film premiere in London, and as I posed on the red carpet in a beautiful black sequined dress, the photographers called out: 'Breathe in Kelly!' I knew what they meant, and it was so rude. They were so used to seeing ▶

'I'm not one of those girls who pushes a salad around her plate'

If her hourglass figure is anything to go by, the vivacious Heart Radio DJ is living proof that you really can have your cake and eat it – she has lost two stone and dropped two dress sizes in a year

**'Jeremy loves me whatever my size.
He didn't even notice I'd
gained weight'**

me as a twig with boobs that they were shocked when I'd filled out a bit."

Kelly attributes her curvier figure to the relaxed rustic lifestyle she embraced following her move with Jeremy in 2008 to her 15th-century farmhouse in Kent.

"I'd been focusing on my home and garden," she says of the property, which features a walled garden, apple and pear orchard, outdoor swimming pool and a wildflower meadow that the green-fingered presenter created herself.

"It was a relief not to think about my looks and my body. I was enjoying the country life, growing vegetables and herbs, pruning my roses and cooking on an Aga. We'd also eat out at the pub, and if I had a glass of wine or two I thought it would make no difference to the way I looked.

"But I crept up to a size 16. When my jeans started to feel tight I thought they'd shrunk in the wash. I definitely didn't feel my healthiest or most beautiful, and I wanted to feel good again. My decision to lose weight wasn't about being the size I was when I was 20, or the size those photographers wanted me to be. It was about being a bit slimmer and achieving my 'size sexy' without taking it too far.

"It's equally important for me not to advise other women that they'll look better if they're skinnier. In my modelling days you had to be a size 8 to fit the samples, but attitudes towards size and shape are changing. Campaigns want to represent all women. That diversity is healthy and I'm so happy that this inclusivity is finally here."

SHAPE OF THINGS

Kelly proudly notes that 34-year-old Jeremy has always been supportive, regardless of her weight. "He loves me whatever my size," she says of the actor, model and judo champion, whom she met five years ago after she asked him for advice on the martial art of wushu, which she practised while starring in the US sitcom *One Big Happy*. ▶



Kelly is pleased as punch with her fairy cakes, but her efforts in the *Celebrity Bake Off* tent weren't always greeted with such enthusiasm, particularly by judge Paul Hollywood (left)



'My decision to lose weight was about achieving my "size sexy"'



Kelly Brook feels that diversity is healthy. She says, 'I'm so happy that this inclusivity is finally here'

ADDITIONAL PHOTOS: GETTY IMAGES. MARK BOURILLON/CHANNEL 4. (ABOVE LEFT) SHIRT & SKIRT: TOPSHOP. SHOES: OFFICE. (RIGHT) TOP & SKIRT: TED BAKER. SHOES: HOUSE OF CB



Green-fingered Kelly finds pleasure in growing, harvesting and eating her own fruit and vegetables: "My favourite dish is Sunday roast followed by tiramisu"

'Photographers were so used to seeing me as a twig with boobs that they were shocked'



Kelly (above) feels like her old self again after dropping two dress sizes in a year and regaining her "size sexy". Her partner Jeremy (together below, at Ascot in 2018), "loves me whatever my size", says Kelly. "He just likes that I sit down and enjoy eating with him." The pair have been together for five years but despite Kelly wearing a diamond ring on her left hand, they are not engaged

'I haven't even thought about planning a wedding to be honest... we're happy as we are. Our relationship just gets better and better'



"He didn't even notice I'd gained weight. He doesn't care about things like that. He just likes that I sit down and enjoy eating with him. I'm not one of those girls who pushes a salad around her plate."

By following SlimFast's 3-2-1 plan of three snacks, two SlimFast shakes and one main meal a day, and toning her figure with Pilates and country walks, Kelly shed around 21lb a week.

"I didn't lose my boobs or bum – and I don't really want to. As long as I can get into some nice clothes and still enjoy my food, I'm happy."

FROM THE HEART

Innuendos about soggy bottoms and hot baps aside, Kelly can't wait to reveal her showstopper when she braves the scrutiny of Paul Hollywood and Prue Leith on *Celebrity Bake Off*.

"I've always loved the show. Baking is my hobby – it's so relaxing when I'm at home. But my showstopper didn't turn out like I'd planned when I was being filmed. I put myself under loads of pressure and made mistakes. And Paul was terrifying. When he looked at my cake, the expression on his face said it all. But Prue was very nurturing. Noel [Fielding] was hilarious and Sandi [Toksvig] was lovely.

"When it came to the challenges, I was either a complete failure or a genius – there was no in between for me. We were a great team and supported each other. When one of the other

contestants was struggling, I stepped in to help. Not that I knew what I was talking about."

The show, which raises funds for the charity Stand Up To Cancer, brought back painful memories of when Kelly's father Kenneth died of lung cancer, aged 57, in 2007.

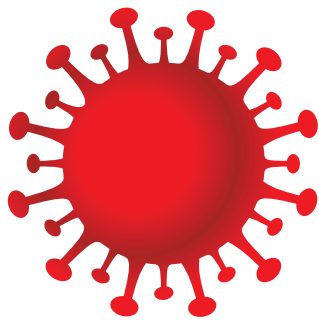
"It brought up a lot of emotion," says Kelly, who pulled out of appearing on BBC1's *Strictly Come Dancing* after his death. "When my uncle also passed away from cancer during *Bake Off*, it made me more determined to take part and give comfort to other families going through it."

Following her unforgettable experience on the show, she insists there is one confection she will never try to create – her own wedding cake.

"Oh my God, no. I haven't even thought about planning a wedding, to be honest."

Despite the sparkling diamond ring on her engagement finger – a gift from Jeremy on her 36th birthday, and worn on the only finger it would fit – the couple aren't engaged. "We're happy as we are. Our relationship just gets better and better." 'Photographers were so used to seeing me as a twig with boobs that they were shocked'

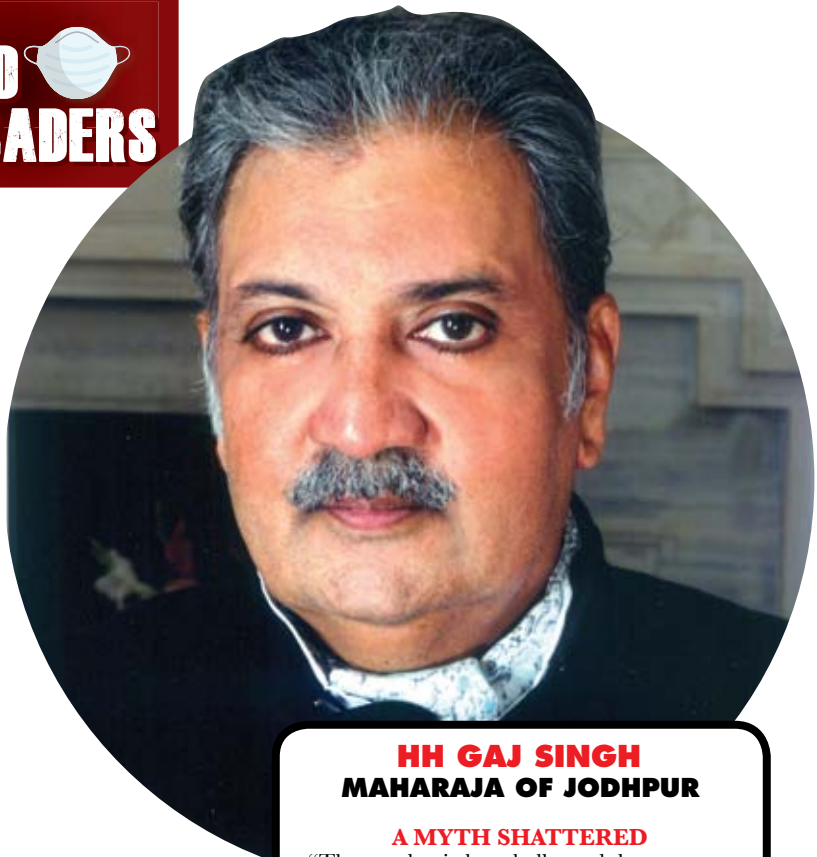
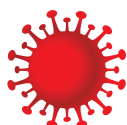
INTERVIEW: SALLY MORGAN
PHOTOS: KARIS KENNEDY
STYLIST: JAMES YARDLEY
PROP STYLING: LEE FLUDE AT CAROL HAYES
MANAGEMENT: HAIR: MIKEY KARDASHIAN
MAKE-UP: KARIN DARNELL AT FRANK AGENCY



A BRAVE NEW WORLD

FROM CELEBRATING THE NEW GLOBAL HEROES, APPRECIATING PUBLIC ART AND EXPLORING VIRTUAL TECHNOLOGY TO UNDERSTANDING THE PARADIGM SHIFT IN CONSUMER BEHAVIOUR - HELLO! PREPARES YOU FOR A NEW WORLD ORDER, POST THE COVID-19 PANDEMIC

Ever imagined how a post-pandemic world might look and feel? When chance encounters, may not be as embraced as they were in more free-wheeling times; the cities would perhaps be greener and quieter. Where hugs and air kisses would be replaced by waves and *namastes* (or even Japanese style bowing)... There will be far fewer casual bars and probably many more private clubs (as clubs offer better vetting procedures). "Access" will take a "private" turn and exclusivity would make a brand new comeback. We speak to business personalities, corporate leaders, art curators, literary geniuses and luxury experts to brace ourselves for the new world order...



**HH GAJ SINGH
MAHARAJA OF JODHPUR**

A MYTH SHATTERED

"The pandemic has challenged the apparent invincibility of the developed world, which has taken a major hit. Despite all their technology, sophisticated information gathering, advanced medical science and health care systems, they were totally unprepared and were found dithering in their responses and failed to prevent the spread of the virus."

THE NEW NORMAL

"Where work goes, it will be a struggle between staying afloat and protecting one's workforce. Lifestyle will definitely become more conservative, more insular with a lot less travel. I think the 'New Normal' will be to work from home and to move into highly mindful consumption of resources."

**RASEEL GUJRAL
ANSAL
INTERIOR AND
LIFESTYLE DESIGNER**

INTROSPECT, APPRECIATE AND REJUVENATE

"Currently, the world has hit a pause button, never experienced before in our living history. It's an island of calm to introspect, appreciate and rejuvenate. Change is constant, evolution is ongoing. The metamorphosis will only be evident much later in hindsight. *Inshallah*, we will be slower, less compulsively mobile, turn into learners and become more efficient in our business models. Value our personal spaces and recognise our tribe. However, the world at large is unlikely to change on any permanent level; the majority are going to revert to it as they were, unless they have been impacted enough on a personal level."





YUVRANI RADHIKARAJE GAEKWAD
ROYAL FAMILY OF BARODA

ONE INVISIBLE VIRUS

"Firstly, it has shown us how resilient and eternal the miracles of nature are. Just allow it a small window of quietude and it springs back to its magnificence. It has also shown a mirror to our egos that all is not conquered by man. That an entire race can be brought down to its knees by one invisible virus, and the earth is actually better off with us behind closed doors. It's made me personally realise the meaning of freedom. With all the lessons history may have taught, to actually be restrained (even if for our own good) makes you value the freedom to exercise choices. And even though I enjoy a lot of open space in my home, I do itch to drive out of those gates!"

ALTERNATE WAYS OF WORKING

"Positively speaking, I believe we will be able to look at alternate ways of working effectively. I believe technology will help us achieve goals in work and education as we have seen in the last fortnight. I think we would also have learnt a lesson is sustainability and curtailing a few of our mindless extras. On the downside, I feel a lot of our already vulnerable artisans are going to suffer and, as a result, many of our already endangered crafts will vanish. That is going to be an irreparable loss for our country."

SIDDHARTH KASLIWAL
DIRECTOR AND PARTNER, GEM PALACE

QUARANTINING IN A FARM

"I'm someone who is always on the go. I almost always have double, triple plans in one night. I fly all the time. I work seven days a week, and a lot when I'm on vacation as well. This is the first time in my life that I've been forced to stay put. I'm blessed that I can be in quarantine in my cousin's stunning farm. I have access to fresh food and am surrounded by nature."

APPRECIATION OF COMMODITIES

"This has been a huge eye-opener for people. Buying jewellery won't be a priority, people will go back to the basics, and start from scratch. The luxury market will take a huge hit. However, there is a contrary opinion that there may be a shift, like when the economic crash happened people bought jewellery, as they lost faith in the stocks. In the last 20 years, since 2008, gold has only appreciated 472 percent and some coloured stones have appreciated 900 times their value."



VARUN JAIN
DIRECTOR, NV GROUP

THE TRAGIC AWAKENING

"It's been such a mixed experience — there's a feeling of tragedy and one filled with hope."

We needed an awakening. In hindsight, it has given me space and time to focus on my surroundings, soak in the energies around me, get used to simple pleasures and generally, just slow things down. I've always spoken about being responsible through SMOKE (his vodka brand), and now this simple word has taken on such new, powerful meanings for me to think more."

THE NEW WORLD ORDER

"This will be as big a shift as how we have BC and AD in our calendars. We will emerge in a post-COVID world where all structures that we took for granted, as normal, will no longer be there. This is when we are realising collectively that we need to rethink how we were leading our lives. We will have to define a new normal, that is hyper-sensitivity to our environment. And destroy our complacent selves to never go back to the old normal."



SUHEL SETH
FOUNDER, COUNSELAGE INDIA

SOCIAL DISTANCING TO STAY

"Life across all sectors will change. There will be challenges in terms of consumer acquisition and retention as also in terms of consumer engagement; we will see greater traction in service-driven companies/sectors. Social distancing will become integral to the way we work and live and, hopefully, we will inject greater compassion and care in all we do."

THE NEW HEROES

"The new world order will see a greater emphasis on the way we live in terms of what we eat and how we exist as fellow human beings. The stars of this world will be from the medical fraternity and not from film or industry or sports. We will go back to a simpler way of living where we value family and life in their pristine form."



YOHAN POONAWALLA
CHAIRMAN AND MD,
POONAWALLA ENGINEERING
GROUP

ADJUSTING TO WFH

"It's still pretty hectic, though one would have imagined otherwise. However, I seem to be even more engaged with the core management team of the Poonawalla Groups' Engineering, Finance and Real Estate Investment businesses, specially adjusting to home working. But, I do get to see and spend much more time with my children, which is a super luxury."

TIME IS THE BEST HEALER

"The home working culture is likely to become more popular, especially in some sectors. The world does need to look into carbon footprint, pollution and population related issues in certain countries, much more seriously. Time is the best healer and I think things will normalise in time."



PRIYADARSHINI
RAJE SCINDIA
MP AND FORMER UNION
MINISTER OF POWER

THE ART OF SLOWING DOWN

"I've learnt to value the art of slowing down, breathing and enjoying time with myself. Also, having both the kids back home is wonderful! The fact that in just 10 days, the vision of the world that we live in has changed means if we humans are just a little mindful of all that surrounds us and each other, it would be a wonderful world."

NATURE FINDS A WAY

"Isn't it amazing that Bombay has its leopards back? Flowers that have not bloomed for years are blooming once more... the air's cleaner; the birds are back in flocks. Nature finds a way, but will we? I hope we reinvest in agriculture; in the food we eat and cut down the unnecessary medications we are on. The only thing that's permanent is the earth, so as guests, we should learn to respect the house we are visiting."



SCHAUNA CHAUHAN
CEO, PARLE AGRO

EXPLORING DIGITAL AVENUES

"The lockdown has got us reinventing and realigning the way we worked. The virtual world is our reality. I've been exploring newer digital avenues to reach out, plan, execute and connect with my colleagues and family. I've also been spending a lot of time with my son as his school has adopted the digital model of learning."

RESILIENCE, RE-IMAGINATION
AND REFORMATION

"A tip for WFH is to set a routine and have your to-do-list and e-meeting schedule ready in the morning itself – this way you can prioritise and shuffle your calendar as the day moves forth. Resilience, re-imagination and reformation will pave the way for business continuity. We can take this phase as an opportunity to introspect business and personal goals to emerge stronger and more successful than ever."



NEHA HIRANANDANI
AUTHOR, GIRL POWER

STICK TO A ROUTINE

"Time behaves in strange ways during quarantine and I've found you get a lot more done if you stick to a routine and time block your work hours. I'm also learning to cook. It's an effective stress buster and I realise that somehow things taste better when you make it yourself. Tonight, is Ramen night!"

CELEBRATING CREATIVITY

"In these dark hours, the only things that have brought us solace are art, books and music. So, I'm hoping that these industries will be more important than ever before, as people realise that in the toughest of times, it was our artists, our singers and our writers who brought us joy."



AMISH TRIPATHI
AUTHOR, INDIAN DIPLOMAT
IN THE UK

GOLDEN INSIGHTS DURING LOCKDOWN

"Alone in London, without my family or friends, I have gained one golden insight... I used to always think I was a loner, but a loner doesn't mean that you don't like any social interaction, it just means that you prefer being with family and a small circle of friends. There is a difference between being a loner and a monk! Also, in India, when a crisis hits, families and friends rally together, and help each other. In the UK, many people live alone since society has been atomized with excess individualism. Is India 'anti-fragile' thanks to its strong societal bonds? I think, yes."

HOW WILL SOCIETY OR NATIONS CHANGE?

"I feel governments across the world will increase their powers, and most people will accept it as a natural response to this unprecedented crisis. The society itself could go in two directions. Either they will rediscover traditions and community bonds, which makes a society stronger to handle crises such as these. Or we could see a repeat of what happened in the 1920s after the disasters of the First World War & the Spanish Flu i.e. the hedonism of the roaring 1920s, where people thought we are going to die soon in any case, might as well enjoy life. Which path will we take: Hedonism or Rediscovery of Tradition? Let's see."



BOSE KRISHNAMACHARI
ARTIST-CURATOR, PRESIDENT OF THE
KOCHI BIENNALE FOUNDATION

THE NEW WORLD ORDER

"People will be humbled by this experience, be more empathetic and affectionate. We will cherish, love and care for each other. On the flip side, the recession may give birth to depression, suicides, corruptions created by the failed capitalist/fascists. But, people will think about a green world."

PUBLIC ART WILL BE CELEBRATED

"Great art is always unpredictable in manner. Galleries and collectors will talk about recession and artists will keep working. Auction houses will worry – but they are always worried. Gardens and museums will become the new spaces to rejuvenate. Public art will be celebrated."



JITISH KALLAT
ARTIST

A CALL FOR REFLECTION IN
A NEW ERA

"The biggest crisis of our generation and a series of world-changing social experiments have marked the inaugural 10 weeks of the new decade. At this moment, we are also aware that the collective pain is far from over and the aftermath of this pandemic is hard to fathom. Every day has brought new and unforeseen developments. This moment calls for reflection at all levels, at the level of individuals, corporations and nation-states."

A MICROSCOPIC ENTITY AND
MACRO CHANGES

"The scale and dimensions of change are so rapid that it is too soon to tell if and how any of this might manifest changes in my work. Life as such will be altered for everyone in dramatic ways. As social distancing, travel bans, and event cancellations have become the new norm we witness how a tiny microscopic entity has invaded the very life-pattern of the most dominant species on the planet. Perhaps this is a test to see if we can cooperate and re-calibrate our relationship with our surroundings and the planet. Perhaps a planetary pandemic of this scale forces us to go into isolation to truly reflect on our inter-connectivity."



VINTI LODHA
ADVISOR, LODHA LUXURY

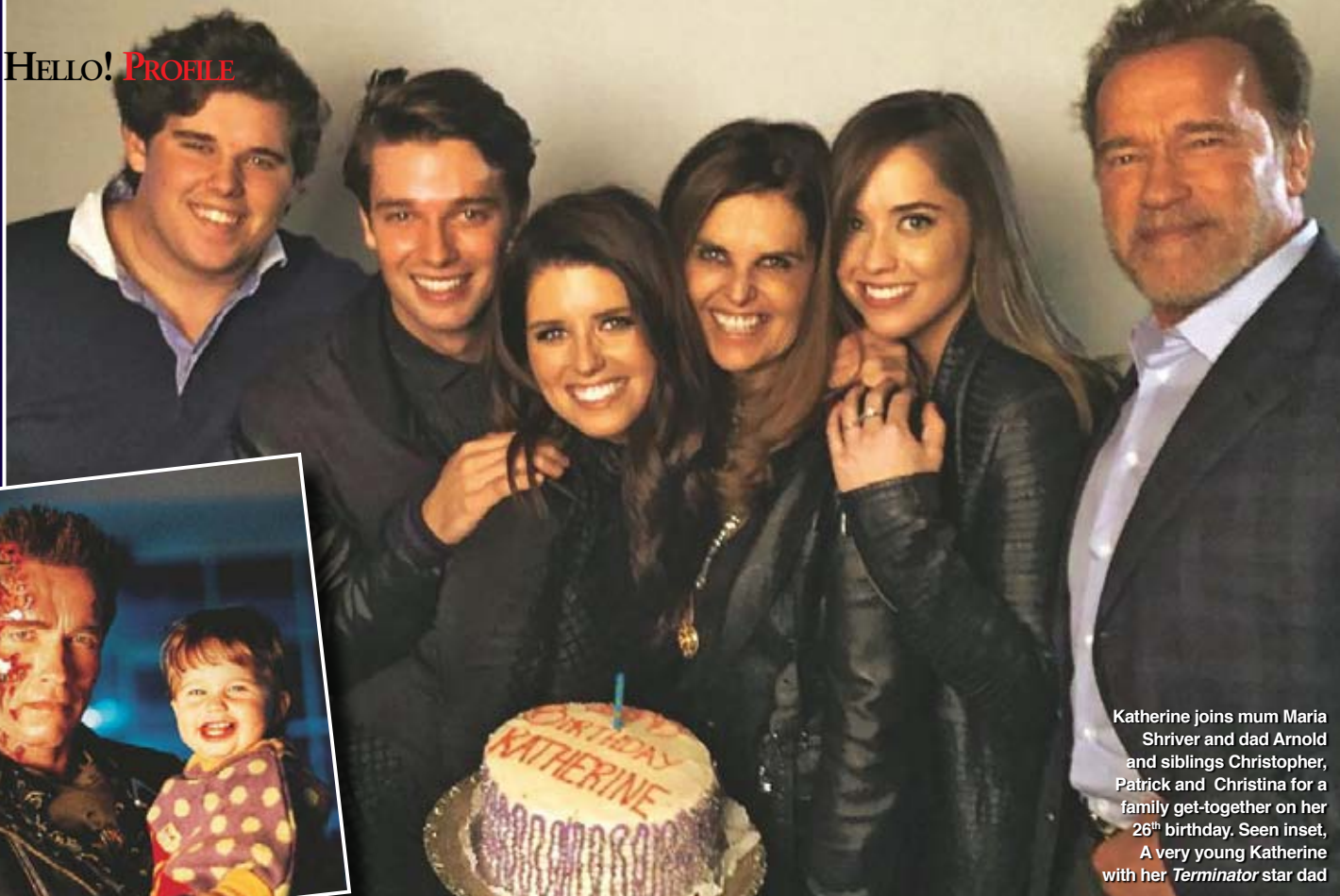
LIVE IN THE PRESENT

"Pause, breathe and value the mundane moments in everyday life. Relax with your family, paint, cook, read or listen to your favourite music. These are unprecedented times, and no one can predict the right course of action. Good health and the safety of everyone will need to be prioritised. A productive day now means everyone's emotional and mental health is good, and trying to finish a few work video-calls and emails. Striking a balance may be impossible, but technology is creeping its way into increasing productivity."

A PARADIGM SHIFT IN
CONSUMER BEHAVIOUR

"The focus on technology will increase. With flexibility being the need of the hour, we will all have to get comfortable with leveraging technology to connect in new ways. These times might result in a paradigm shift in consumer behaviour. This change in behaviour may become the 'way of life' and 'new normal' for consumers."

INTERVIEWS: ANKITA RATHOD, AMBER TIKARI AND
SANGEETA WADHWANI



Katherine joins mum Maria Shriver and dad Arnold and siblings Christopher, Patrick and Christina for a family get-together on her 26th birthday. Seen inset, A very young Katherine with her *Terminator* star dad

HOLLYWOOD AND KENNEDY ROYALTY

KATHERINE SCHWARZENEGGER

ON THE POWER OF FORGIVENESS AND HOW HER FAMOUS FAMILY ARE DOING THEIR BIT TO KEEP SPIRITS UP



Katherine and actor Chris Pratt at their wedding, which she has described as “the best day of our lives”

With Los Angeles in lockdown, Katherine Schwarzenegger is safely holed up at home with her Hollywood actor husband Chris Pratt. “We’re feeling good,” the 30-year-old author tells HELLO!. “Everyone is taking it one step at a time, doing their best with staying in and keeping busy. And staying in touch with people on FaceTime, which is a great way to stay connected because a lot of people are on their own.”

One person she must be missing is her father, action legend Arnold Schwarzenegger, who has donated US\$1million to the Frontline Responders Fund in the US and has been entertaining his 20 million Instagram followers by posting videos of himself with his two pets, a miniature horse called Whisky and a donkey, Lulu. “The important thing is you stay at home,” he advises while feeding his equine companions carrots in his kitchen.

“He’s really just having the time of his life with the pony and the donkey at the house. He’s making the most of it, for sure,” Katherine smiles.

And cheering everyone up? “He’s doing a good job,” she agrees.

Katherine is the eldest of Arnie’s four children with his ex-wife, acclaimed journalist Maria

Shriver, who is part of the famed Kennedy political dynasty – President John F Kennedy was her uncle.

It was reportedly Maria who helped set up her daughter with *Jurassic World* star Chris, 40, in summer 2018, introducing them at church. The couple married a year later at the San Ysidro Ranch in California, dressed in custom Giorgio Armani Privé. Katherine described the June 2019 nuptials as “the best day of our lives”.

“I definitely feel an incredible sense of being secure,” she has said of Chris, who has a seven-year-old son from his first marriage. “When you can be married to someone who is also your best friend and your number one cheerleader and supporter, it’s the greatest gift ever.”

HELP AT HAND

A self-help author with several titles under her belt, Katherine has just published her latest book, *The Gift of Forgiveness: Inspiring Stories from Those Who Have Overcome the Unforgivable*. It comprises 22 in-depth interviews with people who have experienced – and survived – dark times, ranging from mothers of murdered children to victims of sexual assault and kidnapping, to women whose husbands have



The actor checks out some lockdown activities with pet donkey, Lulu

been unfaithful.

The idea for the book came from her own issues with forgiveness. "I was in my 20s and found myself struggling with a friendship that was falling apart," she says. "I think so many of us go through life not focusing on what forgiveness really means."

And she thinks more people should talk about the issue. "When I found myself struggling with it, I couldn't find many books that spoke to me but I found tremendous help from talking to others."

The project has been a labour of love. It took her two-and-a-half years to complete, from researching and inviting people to take part, to the interviews and writing.

"It was an amazing process and I learnt a huge amount about myself and continue to learn," says Katherine. "It was a very therapeutic process for me to be able to talk and share nuggets of wisdom with other people."

"For them to be as open as they were was a huge gift. Most of these stories are incredibly challenging, but I went into every interview being open to wherever the conversation took us. There were times when it was very emotional, but also inspiring."


Her famous surname didn't stop people from opening up. "Having a recognisable last name comes with amazing blessings, but it also comes with a lot of challenges and I'm very familiar with all of them at my age," she says. "I reached out to everybody and they could have said no – and a lot of people did. But the people in this book said yes because they felt compelled to be part of spreading awareness. My goal with this book has always been to help others."

Despite their different experiences, the common feeling among interviewees who had been able to forgive those who had caused them such pain was a sense of "being in control and taking power back". But she also understands those who cannot.

"Anyone who says to me: 'I just can't forgive this person,' I totally understand it. My response is always: 'I get it, I've definitely been there.'"

She plans to teach her own children, if and when she and Chris start a family, about the value of forgiveness. "It will mean something different at the age of five, to 10, 15 and 20. It fluctuates throughout your life, and it can be a lonely topic, so the more we can openly discuss it, the better."

For now, she is balancing her own sense of fulfilment with an awareness of what's going on in the world. "Life is amazing and comes with a lot of blessings," she says.

"There's personal happiness and excitement, but it's a really challenging and crazy time. The one thing we all need to be mindful of is to support one another, and to pause and reflect on what's really important." 

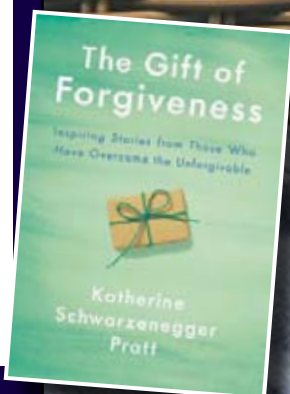
INTERVIEW: ROSALIND POWELL

The Gift of Forgiveness is published by Pamela Dorman Books Life

'I think so many of us go through life not focusing on what forgiveness really means'



Katherine was inspired to write her latest book (below) by her own experiences. "Anyone who says: 'I just can't forgive this person,' I totally understand it. I've been there," she says



HEROES OF THE COVID CRISIS

FUEL FOR EFFORTS, GENERATORS FOR PERSISTENCE, ROOFS FOR THE RESOLUTE, KITCHENS FOR THE TENACIOUS - THEY HAVE GIVEN IT ALL TO SERVE AND SUPPORT THE NATION. HELLO! SALUTES THE CRUSADERS CHALLENGING THE "VIRAL" CRISIS; ARMING AND AIDING OUR ON-GROUND WARRIORS

SHAH RUKH KHAN

WHO: The one with a hundred hands, also a superstar

There's a reason why fans throng Mannat throughout the year (with the lone exception of this lockdown period!) and worship at the altar of SRK, come hail or storm. The superstar and his line-up of companies - KKR, Red Chillies Entertainment, Meer Foundation and Red Chillies VFX - have left no stone unturned to help out the nation, in this crisis. SRK and his wife, Gauri, have also opened up their four-storey office to the BMC, to expand their quarantine capacity.

50K: Personal Protective Equipment (PPE) provided to the Maharashtra and West Bengal governments to support healthcare professionals

5.5K: Families in Mumbai that SRK's foundation along with the NGO, Ek Saath - The Earth Foundation is feeding daily

2K: Freshly cooked meals to be sent out daily to households and hospitals, after a kitchen is set up for this purpose

3L: Meal kits being provided every day to 10,000 underprivileged and daily wage labourers in Mumbai, with help from the Roti Foundation

2.5K: Daily wagers receiving essentials in Delhi, as Meer Foundation collaborates with the Working People's Charter

100: Acid attack survivors receiving monthly stipend to cover their basics in UP, Delhi, Bengal, Bihar and Uttarakhand





AZIM PREMJI

WHO: The preserver of necessities, also the Chairman of Wipro Ltd

Now, here's an industrialist who has provided the government with one of the assets required to combat the spread of the coronavirus – manpower. The Azim Premji Foundation's 1,600 employees have been working alongside the government to support the healthcare workers. The multi-billionaire has also committed a substantial amount of money to be used for humanitarian aid and to power the healthcare sector during this crisis.

INR 100CR:

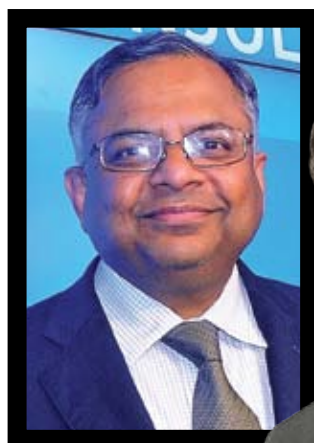
Wipro Ltd's commitment to the cause

INR 25CR:

Contribution by Wipro Enterprises Ltd

INR 1,000CR:

Money committed by the Azim Premji Foundation



DR DEVI SHETTY

WHO: The voice of knowledge, also the Founder of Narayana Hrudayalaya

The revered cardiac surgeon has been spearheading a state government-appointed panel in Karnataka that's constantly monitoring, reviewing, analyzing and offering preventive measures to curb the Covid crisis in the country. As part of the expert committee, Shetty has been studying exit plans and other patterns of other countries to recommend viable solutions and scenarios to the policy makers and economists in Karnataka.

25:

Number of ways that Dr Shetty has come up with to contain the Covid crisis

RATAN TATA AND N CHANDRASEKARAN

WHO: The gods of philanthropy, also the Chairman Emeritus of Tata Trusts and the Chairman of Tata Sons, respectively

The brand, which has forever contributed to nation-building activities and helmed hundreds of philanthropic activities in India, has contributed a generous chunk of money towards tackling the corona pandemic in the country. The amount pledged by Tata Trusts is being used to manufacture PPE, respiratory systems and testing kits and to set up modular treatment facilities and train health workers. Meanwhile, The Tata Sons are gearing up to manufacture ventilators in India.

INR 500CR:

Earmarked by Tata Sons towards tackling the pandemic

INR 1,000CR:

Commitment by Tata Trusts





MUKESH AMBANI

WHO: The omnipresent leader, also the Chairman and MD of Reliance Industries

1L: Masks being manufactured by Reliance Industries every day

50L: Free meals being distributed among the needy, across states

The Ambanis have always been known to contribute across sectors, especially when it comes to boosting the nation and its economy. In the wake of this crisis, Mukesh Ambani has set up a 100-bed dedicated Covid unit in Mumbai. Reliance Industries is manufacturing one lakh protective face masks per day and offering free meals to the needy, across several states, in association with some NGOs. If that's not all, he's also providing fuel to the emergency services ferrying Covid-19 patients. And that's besides contributing INR 500 crore to the PM CARES Fund and INR 5 crore each to the governments of Gujarat and Maharashtra.



BHAVISH AGGARWAL

WHO: The driver of parity, also the Founder of Ola

At a time when self-isolation is the norm, Ola has offered the services of 500 cabs to the Karnataka government for state doctors and other healthcare professionals to commute during the lockdown. Meanwhile, the Ola Foundation has announced a fund for its drivers, called the 'Drive the Driver Fund',

INR 20CR: Amount pledged by Ola for its 'Drive the Driver Fund'

1K: Food packets being distributed to migrant workers in Karnataka by the state government, in association with Ola

INR 5CR: Ola Group's contribution to PM CARES Fund

to which Aggarwal has contributed his annual salary. The fund seeks to reach out essential supplies to Ola drivers and their families. The brand has also launched 'Ola Sahyog' an interest-free micro-credit to help its drivers fight the liquidity crunch – it will give the drivers instant cash for household expenses and medical emergencies.



15: Diplomatic missions in India that OYO has connected with to help stranded foreigners

RITESH AGARWAL

WHO: The international 'in'-keeper, also the Founder and CEO of OYO

The young entrepreneur's move to offer free stays at OYO hotels to doctors, nurses and other medical first responders in the US working to contain the Covid-19 crisis, has won him praise from Ivanka Trump, too, who has described the gesture as "impactful acts of benevolence". The move has been aimed at allowing the healthcare professionals to put up their feet at the end of the day and recharge their batteries for the ongoing battle. He has also given up his full salary for 2020. In India, OYO has partnered with Apollo Hospitals to convert its hotels into quarantine facilities.



DEEPINDER GOYAL

WHO: The kindness aggregator, also the Founder of Zomato

With lakhs of migrant workers and daily wagers hitting the streets back to their homes, the food aggregator launched the initiative, 'Feed the Daily Wager', to aid the community. In the first phase, Zomato raised INR 30 crore, which is being used to supply essentials and food kits to daily wagers in Gurugram and four other cities. Now, Deepinder Goyal has announced that the company has increased its collection target of donations, to offer food packages to this community.

INR 50CR: New collection target to provide food supplies to daily wagers



ANAND MAHINDRA

WHO: The selfless entrepreneur, also the Chairman of Mahindra Group

He was one of the first Indian business tycoons to offer his help to fight the pandemic. Barely a few days after the deadly virus hit India, he urged the government and the Indian Army to use his pan-India holiday resorts as temporary care facilities for Covid-19 patients. The Group is also in the process of manufacturing ventilators to meet the shortage of it in the country. The Mahindra chief has given up 100 percent of his salary to the cause and has pledged to offer more, over the next few months. He has also created a fund to support the badly-hit small businesses as well as the self-employed, in India.

100: Percentage of his salary for 2020 that Anand Mahindra has pledged

VIJAY SHEKHAR SHARMA



WHO: The thoughtful billionaire, also the Paytm Founder

Moved to tears by a video shared by Marriott International President and CEO Arne M Sorenson, who has given up his remaining salary for 2020, the Paytm founder announced in March that he will not be drawing his salary for the next months. He has pledged to use that amount to help the staff at his mobile payments company. Paytm has launched the 'India Fights Corona' campaign to raise funds, to procure and distribute soaps and

INR 5CR: Committed for Indian innovators developing medical solutions for COVID-19 related medical solutions

handwash to the vulnerable, like security guards and vegetable vendors. The brand has also started a campaign, '#NobodyGoesHungry', to offer free meals to migrant labourers and daily wagers.



25K: Daily wagers being supported by Salman, during this crisis

SALMAN KHAN

WHO: The no-fuss activist, also an actor

Even as members of the Indian film fraternity continued to generously contribute towards the PM CARES Fund, Salman directed his money and efforts at supporting thousands of daily wage workers and artistes employed by the cinema industry, who are in dire financial need in this crisis. The actor, it's believed, has been consistently overseeing the welfare of these artistes, ensuring that they have an adequate supply of essentials to support their families. The actor's biggest contribution has been through his Being Human Foundation for artistes of the Federation of Western India Cine Employees.

DR KP SINGH

WHO: The hand that feeds, also the DLF Chairman

The real estate giant is one of the first responders to the stranded migrant crisis that hit the nation post the announcement of the lockdown. DLF is offering cooked meals daily to thousands of migrant workers in Gurugram, Manesar and across the NCR. Besides donating masks, sanitizers and three lakh examination gloves to the district administration, the company is also providing dry ration to numerous families and distressed labourers.

60K:
Migrant workers in Gurugram and Manesar receiving cooked meals, and 25,000 in the NCR

15K:
Families receiving dry ration containing five kgs of *atta*, two kgs of rice, pulses, spices, cooking oil and salt

75K:
Masks donated to the district administration

AKSHAY KUMAR

WHO: The humble humanitarian, also a National Award-winning actor

According to his author-columnist wife, Twinkle Khanna, Akshay did not think twice before contributing a whopping INR 25 crore to the PM CARES Fund. The proud wife shared on Twitter, "The man makes me proud. When I asked him if he was sure as it was such a massive amount and we needed to liquidate funds, he just said, 'I had nothing when I started and now that I am in this position, how can I hold back from doing whatever I can for those who have nothing.'" And that's not all. Akshay has also donated to the BMC, to help them procure medical essentials.

INR 3CR:
Donated to the BMC to help them procure masks, PPE and rapid-action kits

TEXT: SREEMITA BHATTACHARYA

PREETI SUDAN

WHO: The silent guardian, also the Ministry of Health and Family Welfare secretary

She's the woman responsible for the successful evacuation of Indian students from the Covid-19 epicentre of Wuhan in China. The 1983-batch IAS officer, one of the key members in the Ministry of Health and Family Welfare, has been tirelessly working on directing all central and state departments, to execute PM Modi's policies. The London School of Economics alumnus has been constantly monitoring and reviewing the nationwide Covid situation and helping the states equip themselves with necessary provisions.

645:
Students evacuated from Wuhan, China

A ROYAL CASUALTY OF THE CORONAVIRUS CRISIS

PRINCESS BEATRICE

AND FIANCE EDOARDO MAPELLI MOZZI FORCED TO RETHINK THEIR PLANS FOR MAY WEDDING

The royal wedding of the Queen's granddaughter Princess Beatrice has become the latest casualty of the Covid-19 crisis.

Beatrice and Edoardo Mapelli Mozzi were scheduled to get married on 29 May in front of 150 guests at the historic Chapel Royal at St James's Palace, but they are now considering tying the knot in a small private ceremony. A planned reception in the gardens at Buckingham Palace will not now take place, according to a statement from the Palace last week.

The decision follows Government advice to limit large gatherings and the need to take extra care of the health of elderly guests, including the Queen. The Church of England has advised that, during the coronavirus outbreak, the number of people at church weddings should be limited to the legal minimum of five – the happy couple, the priest and two witnesses.

"Princess Beatrice and Mr Mapelli Mozzi are very much looking forward to getting married but are equally aware of the need to avoid undertaking any unnecessary risks in the current circumstances," read the statement. "They are particularly conscious of Government advice in relation to both the wellbeing of older family members and large gatherings of people. Therefore, the planned reception in Buckingham Palace Gardens will not take place. The couple will carefully consider Government advice before deciding whether a private marriage might take place among a small group of family and friends."

As HELLO! had reported earlier, the couple were to celebrate with senior royals as well as celebrity friends. Guests were likely to include Ellie Goulding, Robbie Williams and his wife Ayda – their daughter Theodora was a bridesmaid at the wedding of Beatrice's younger sister Princess Eugenie and Jack Brooksbank in October 2018 – Ed Sheeran, Pippa Middleton and her husband James Matthews, Lady Gabriella Kingston and James Middleton with his fiancée Alizée Thevenet.

It is thought Eugenie will be matron of honour on the big day – Beatrice was maid of honour at her wedding – while her father the Duke of York will give her away. Edoardo's three-year-old son Wolfie will also play a big part after being given the role of best man.

PRESENTS OF MIND

Instead of gifts, the couple have asked friends to get acquainted with two causes close to their hearts: Big Change, which helps "reimagine education so that every young person can thrive in life, not just exams" and Cricket Builds Hope, which helps bring about change in Rwanda. The Princess, 31 and Edoardo, 36, got engaged last September after dating for almost a year. "We are both so excited to be embarking on this life adventure together and can't wait to be married," they said at the time. "We share so many similar interests and values and we know that this will stand us in great stead for the years ahead."

REPORT: LAURA BENJAMIN

Princess Beatrice and Edoardo Mapelli Mozzi were scheduled to get married on 29 May in front of 150 guests



Meet The Changemakers

HELLO! BRINGS YOU UP-CLOSE WITH INDIVIDUALS WHO ARE TRANSFORMING LIVES ALL AROUND THEM - MANY WHO ARE FOCUSED ON PROTECTING THE VULNERABLE AGAINST THE PANDEMIC'S IMPACT ON HEALTH AND PEOPLE'S ECONOMIC WELL BEING



ARTWORK: BY PARESH MAITY

IN AN EXCLUSIVE INTERVIEW



**ON BEING
INSPIRED BY
HER FAMILY AND
WHY SHE WILL
CONTINUE TO DO
MORE TO MAKE
THE WORLD A
BETTER PLACE**

Queen Rania Of Jordan



Rania relaxes in Amman with husband King Abdullah II and their four children (from left): Princess Iman, 22, 14-year-old Prince Hashem, Crown Prince Hussein, 25, and Princess Salma, 18. The Queen tries to act as a role model to her children and impart words of wisdom, but she tells us: "As any parent will tell you, you have to choose – and often camouflage – your words when trying to impart wisdom, otherwise it's: 'Oh, Mum is being boring again'"

SPEAKING FROM EXPERIENCE

Born Rania Al Yassin, the Queen was brought up in a Palestinian family living in Kuwait. During the Gulf War in 1991, however, they were forced to flee, along with thousands of other Palestinians. They found a safe haven in Jordanian capital Amman.

"It sounds basic, but you'll be surprised how often people need to be reminded that nobody chooses to be a refugee," she says. "You become a refugee when you've run out of choices."

Now Rania, who went on to become the youngest Queen in the world at the age of 28, is drawing on her journey and influence to help those who need it most. In this interview, she tells HELLO! how everyone has the capacity to make a change for good, how she encourages her children to show kindness and compassion and how husband King Abdullah inspires her every step of the way.

What have been the highlights of your year in both a personal and an official capacity?

"I think not every year, but every day has brought its own highlights.

"When we're young, we're often so ►

With her grace, elegance, compassion and beauty, Queen Rania of Jordan is a shining light in her drive for global change.

To her 10.5 million followers on Twitter, she is: "A mum and a wife with a really cool day job," yet this is a modest understatement from one of the most influential women on the planet.

As well as being the wife of King Abdullah II and a mother to four children aged between 14 and 25, Rania is a passionate humanitarian who has embraced her role since becoming Queen two decades ago, using her position to promote tolerance, acceptance and the importance of education for girls and young people and to speak out against child abuse and social injustice.

She is also a committed advocate for

refugees. Alongside her tender family pictures on Instagram are images of her comforting grieving women and children displaced by the ravages of war.

In contrast to affluent countries turning away refugees, Jordan, a kingdom surrounded by war-torn Syria, Iraq, Israel and Palestine, opened its borders to those seeking solace after risking their lives to escape a fate far worse.

"My pride in Jordanians' response to the massive influx of refugees into our country is immeasurable," Queen Rania says, in an exclusive interview with HELLO!.

In contrast, she is disappointed by the response of other nations to the crisis, saying: "I don't think anyone can deny that the global response has been severely lacking."



“
Comfort in one’s own
skin and a higher
degree of inner calm
are some of the perks
that come with time
”



Rania with her sons and (below) with her husband, in a photo she shared on Instagram. "I am so lucky to be by your side, today, tomorrow, and every day to come," she wrote

preoccupied with trying to figure ourselves out and with proving something to ourselves and to others. Youth is often revered but the truth is, youth can be a struggle mired with a great deal of insecurity.

"Comfort in one's own skin and a higher degree of inner calm are some of the perks that come with time. We learn that the things that caused us so much angst don't really matter. We learn not to take anything for granted and that happiness is a conscious decision and a commitment we make to ourselves.

"Every day I notice something that one of my children said or did and I feel joy and pride. I look at the many amazing qualities of my husband and I feel blessed. I look at this beautiful country I live in – the kindness, generosity and resilience of its people – and I am in awe.

"I'm very fortunate that my role gives me the opportunity to meet so many Jordanian youth, whose ambition, creativity and determination

I'm very blessed to be married to a man I can turn to whenever I need a listening ear

never cease to inspire me.

"Over the past year, I've visited a number of extraordinary youth-led projects and initiatives across the country and it's heartening to see the innovative ways in which they're uplifting their communities and driving our nation's development. When I hear about their progress, I feel the same sense of pride that I feel towards my own children's accomplishments.

"Every conversation with young Jordanian innovators is a lesson in passion, dedication and generosity of spirit.

"The moments I cherish the most from my visits are those spent with young men and women who have overcome all obstacles to improve not only their own lives, but also the lives of their fellow citizens."

What is the achievement you're most proud of as an active humanitarian, and why?

"Let me first say that being an 'active humanitarian' does not mean doing extraordinary things at a grand scale. Each one of us in his or her own capacity has the means and opportunity to do good.

"To me, a day where I simply move the needle an inch in the right direction is a day well spent. Have enough of those days and you'll have a life well lived.

"As I look at the monumental and seemingly



Each one of us has the means
and opportunity to do good

never-ending crises and challenges facing our region, my commitment to education fortifies even more. A quality education for our children is the only way we can turn the tide and shift the trajectory in a more positive direction.

“Opening our children’s minds, exposing them to diverse ideas and content, teaching them values of tolerance and acceptance, giving them the chance to recognise, nurture and express their talents and creativity – that’s the only way the Arab world of tomorrow will be a better version of the Arab world of today.”

As an advocate for refugees, how would you like to see the world respond to the crisis?

“It sounds basic, but you’ll be surprised how often people need to be reminded that nobody chooses to be a refugee – you become a refugee when you’ve run out of choices.

“And yet it breaks my heart to see that often, instead of affording compassion and extending a helping hand, many view refugees with a degree of hostility. As if it’s not enough that they’ve already suffered immensely when their lives were uprooted, their loved ones lost or injured and all that’s familiar to them is no more. On top of that, they have to be doubly punished for a predicament they neither chose nor desired.

“My pride in Jordanians’ response to the massive influx of refugees into our country is immeasurable. I sometimes have to remind people that Jordan is not a rich country with abundant natural resources, and yet the generosity and hospitality the Jordanian people displayed and continue to show every day is beyond admirable.

“Don’t get me wrong, it’s not that this crisis hasn’t taken its toll on us and on the lives of our people. Our schools, hospitals and infrastructure are being pushed to the brink. But we continue to move on.

“I’m often asked how we managed to accommodate all these people despite our limited means and my response is always: ‘The kindness of the Jordanian people is limitless.’

“I don’t think anyone can deny the global response to the refugee crisis has been severely lacking. There are more than 70 million forcibly displaced people in the world today and most have found shelter in developing nations that were already struggling to get by.

“A crisis of this magnitude requires a global response and both refugees and their host communities need and deserve more. Collectively, we have a responsibility to give them the chance to thrive in exile and to extend them the hospitality they are owed.”

What words of wisdom do you impart to your children – your advice to them as role models – and how would you like to see them continue your ►



Growing older holds no fear for the Queen. Instead, she says, it has helped her learn that “the things that caused us so much angst don’t really matter”



The Queen chats easily (above) to women in the hillside town of Al-Salt, near Amman, as she learns how they make traditional *shemagh* headscarves by hand. Education is an important issue for Rania, who chats to students at the Al-Rabahiya secondary school in Amman after paying a surprise visit in 2017 (left) and has a special hug for one schoolgirl while on an engagement at the Children's Mobile Museum at the Al-Khansa'a secondary school for girls in Jerash (below)



To me, achieving a goal is motivation to move the goalposts a little further

humanitarian legacy?

"As any parent will tell you, you have to choose – and often camouflage – your words when trying to impart wisdom, otherwise it's: 'Oh Mum is being boring again.'"

"Just as important as what you say is when you say it."

"I try to pick moments of opportunity where a certain circumstance presents a chance to demonstrate values I'd like them to embrace."

"As parents, we tend to fixate on our children's own needs, but I often remind my children to balance their needs with the needs of other people. I encourage them to be empathetic, kind and compassionate – qualities that are usually taught at home and at a very early age."

"Most importantly, I always reiterate that they must carry their titles and not the other way around. It's a responsibility, not a privilege."

"I also try to nudge them to always think positively. I tell them to look at the people who are always fixated on the negatives, feeling victimised or sorry for themselves – it's no way to live."

"No matter how fortunate one is, everybody has limitations and difficulties. That's part and parcel of life. But it's our choice to focus on the blessings we have, no matter how simple."

How does your husband King Abdullah inspire you in your work?

"He inspires me in my work by inspiring me in my home and in every moment of my life."

"After so many years of marriage, I feel I know and cherish him more today than ever before. His support, friendship and counsel have seen me through tough times and pushed me to pursue my goals without fail."

"I'm very blessed to be married to a man I can turn to whenever I need a listening ear or a kind word of advice. His resilience, courage and can-do spirit are infectious. When you're around him, you want to do more and be more."

"I know I'm biased, but I'm quite sure that anyone who's met him will attest to that."

What are your plans, personally and officially, for the year ahead?

"My plan is to keep putting one foot in front of the other; to keep moving forward."

"Some people take achieving a goal or hitting a milestone as a sign they can slow down. But, to me, it's motivation to move the goalposts a little further and set my sights on doing more."

"In my part of the world, there's no shortage of crises and there are very few simple solutions, so it's important to always keep your eye on the ball. In the end, progress is about one positive change in one person's life."

"The challenge is to magnify that change and extend it far and wide. And I'm very thankful to be in a position where I can support Jordanian ambitions and, hopefully, make a difference." □

Powering knowledge

Kiran



Mazumdar-Shaw

IN THE WAKE OF THE COVID-19 CRISIS, THE CHAIRPERSON AND MANAGING DIRECTOR OF THE PHARMA GIANT, BIOCON, SHARES WITH HELLO! HOW INDIAN ENTREPRENEURS ARE HARNESSING INNOVATION TO RESPOND TO THE PANDEMIC. THE MASTER PHILANTHROPIST ADDS THAT PEOPLE WITH INFLUENCE SHOULD USE THEIR POWER TO HELP IMPROVE THE LIVES OF OTHERS

How would you say are Indian entrepreneurs harnessing science and innovation to respond to the Covid-19 pandemic?

"In response to the COVID-19 crisis, India has an opportunity to build a huge bio-medical sector that is innovative, quality conscious and can be scaled up to meet global demand. To position ourselves among the world's scientific elite, we must, first and foremost, encourage the scientific community to create and market their intellectual property. Entrepreneurial scientists are crucial components in the march towards scientific superiority. Look at how Indian entrepreneurs are harnessing innovation to respond to the COVID-19 pandemic. A small molecular diagnostics company based out of Pune, Mylab Discovery, was able to develop a relatively cheaper and more efficient test for the novel coronavirus indigenously in a record six weeks. Similarly, Mysuru-based Skanray Technologies has drawn up plans to locally assemble 100,000 ventilators with support from BEL and Mahindra & Mahindra to meet the expected spike in demand. Syngene, the research services subsidiary of Biocon, is working to develop serological antibody detection tests as well as vaccines against COVID-19."

You are one of the biggest champions of philanthropy, not just in India but all over the world. From where you stand, and as a Changemaker, how would you define "power"?

"I believe that people with influence have a responsibility to provide others with the opportunity to improve their lives. Philanthropists are essentially influencers who use their wealth to bring about positive changes in society. I believe true power is when someone

The billionaire entrepreneur, who actively supports research in India, is seen here with a team of scientists. Seen above, Kiran participating in a CSR project. She says, 'Philanthropy doesn't always have to be focused around helping the poor, it can also help in improving our society'





Kiran Mazumdar-Shaw shares with HELLO! that her objective has always been to look for avenues where she can make a positive difference.

can use their knowledge to guide others”

You were the second Indian to join the Giving Pledge – created by Warren Buffett and Bill and Melinda Gates – which encourages billionaires to give a majority of their wealth for social good...

“My father always taught me that money is about making a difference and not about self-indulgence. So, I’ve always had the desire in me to use my wealth philanthropically. I’ve always been invested in the cause of healthcare in India, rationalising healthcare spends and enhancing access to affordable life-saving medicines. So, one of my first philanthropic initiatives in this area was the setting up of the Mazumdar-Shaw Medical Centre at Narayana Health City. I wanted to create a model of accessible and affordable cancer care. As Dr Devi Shetty had already demonstrated how this can be achieved in cardiac care, I partnered with him to replicate the model in cancer care. Today, we have one of the largest bone marrow transplant units in India, which is offering this particular treatment to a numerous patients at an affordable rate.

“I’ve also contributed to the education sector by offering fellowships and scholarships at prestigious institutes all over the world, including MIT, Memorial Sloan-Kettering Cancer Center, IISc and more. My objective was to help Indian students with the opportunity to opt for post-doctorate studies or research at the best international institutes. Some of them have returned to India and set up their labs here and are enriching the research ecosystem in our country.

“Under the Giving Pledge, I have pledged to donate 75 percent of my wealth to a philanthropic trust.”

But then, philanthropy is often mistaken for charity...

“I don’t think philanthropy should at all be clubbed with charity. Yes, charity – donating money to a cause – makes a huge difference. When you donate to an organisation like the Akshaya Patra Foundation – which has been doing a splendid job for years – that’s more like charity; it helps a particular cause for a specific amount of time. But, when you invest money as well as yourself into a cause, with a constant focus on the long term results that can be derived from that involvement, that is philanthropy. You may visit a specific centre or organisation to donate for their cause as charity. But, when you wait to see the impact of your actions, it’s philanthropy. In a way, I think philanthropy is a new term for charity. What matters is if your actions are making a positive impact on others.”

An act of kindness that you’ve witnessed, which has changed you for the better...

“I feel people around me have inspired me with whatever they’ve accomplished. The Bangladeshi Nobel Peace Prize winner, Professor Muhammad Yunus (who pioneered the concepts of microcredit and microfinance) once told me how and why he had invested himself in microfinance. His contribution to society has been huge! At the end of the day, it’s about investing in our future. If I only focus on myself, my wealth and my business, I won’t succeed in becoming a good human being.”

You had once mentioned in an interview that your crusade against cancer is a tribute to one of your best friends,

I don’t think philanthropy should be clubbed with charity. Yes, charity makes a huge difference. But, when you invest money as well as yourself into a cause, with a constant focus on the long term results that can be derived from that involvement, that is philanthropy

whom you lost to this disease...

“Yes, I lost my best friend to this disease. Later, my mother was diagnosed with cancer and so was my husband. While the cost of treatment wasn’t a factor for my mother and husband, it was a big issue for my best friend. She, was a successful professional from an affluent family, but still found the treatment extremely expensive. So, yes, this was a trigger for me to choose cancer as an area where I wanted to make a difference. I have been focussing on making cancer care affordable and accessible and I am also investing in cancer research to bring affordable therapy options to patients in India. Today, when I walk into my hospital and when patients come to me to thank me for the treatments they are receiving; or when the doctors approach me with gratitude for the opportunities they have received, I feel like I have done the right thing.”

And, would you say the healthcare industry in India has improved in the past few decades?

“Definitely! The healthcare sector has seen huge advancement with leading corporates investing in it. Newer technologies and medical inventions have been introduced. There are world-class medical institutes in the country, now. Moreover, the Indian pharmaceuticals sector has invested heavily in R&D, manufacturing and marketing.”

A field in which you wish to contribute, but still haven’t had the chance to...

“My personal philanthropy funding is spread across healthcare and education, promoting



The philanthropist is seen engaging with children, as part of a CSR activity

science, encouraging start-ups, supporting civic and social issues, encouraging art and artists and other related areas. I don’t think there’s any sector where I haven’t been able to contribute. My interest in driving better governance and civic action to make life easier in Karnataka, led to the formation of BPAC or the Bangalore Political Action Committee. As part of this committee, we try to uphold the Constitutional rights of citizens.

“I think, as a society, we also need to both preserve and celebrate our art and culture. I was the founding patrons of the Museum of Art and Photography in Bengaluru. Through my involvement with the Science Gallery Bengaluru, I’m helping pioneer a new model of public engagement which brings science closer to society. So, philanthropy doesn’t always have to be focused around helping the poor, it can also help in improving our society.”

A positive social change that you would like to witness in your lifetime...

“I wish to see education and healthcare democratised. The strata of society which a person comes from should not dictate the kind of education or medical treatment they receive. Over the last several years, we have seen children from poor families breaking records academically. It’s a reassuring trend and we need to channelize our wealth and resources into helping them. Quality education and healthcare should be made accessible to all.”

I wish to see education and healthcare democratised. The strata of society which a person comes from should not dictate the kind of education or treatment they receive. Quality education and healthcare should be made accessible to all

INTERVIEW: SREEMITA BHATTACHARYA

‘Serum has started to work towards a vaccine for the deadly COVID-19 virus’



Adar Poonawalla

HELLO! GETS A PRECISE UPDATE ON THE DEVELOPMENT OF A NEW VACCINE AGAINST THE NOVEL CORONAVIRUS FROM THE CEO OF THE SERUM INSTITUTE OF INDIA

Adar Poonawalla, who spearheads the world’s largest known vaccine producing institute, (in terms of dosage), has been a passionate voice for the need for health and hygiene in India’s teeming urban spaces. Importing ideas for recycling trash for usable energy is just one of his many endeavours. He is also known to have facilitated the distribution of potable water across Pune city, while the family’s Viloo Poonawalla Foundation operates its own hospital, runs its own schools and supports girl children – among many other initiatives. Especially for HELLO!, Adar provides a breaking news update on the progress of a serum/vaccine to protect against the pernicious and highly contagious Coronavirus that has brought the planet to a halt.

ANIMAL STAGE TRIALS

“The Serum Institute’s vaccine is undergoing animal studies in the United States at the moment, with a company called Codogenix. It’s into mice and monkeys at the moment, and after that, by August/September, we should be able to enter into human trials. Early 2021 is when we can hope to get a vaccine, but we should build our herd immunity like we have, against all different diseases. The vaccines only add to building up that herd immunity.”

PANDEMICS PAST AND LESSONS LEARNED

“Time is a great teacher. Remember with H1N1 the same thing happened, a lot of people got it and then we all built up an immunity towards it. So that’s what is going to happen here, we have to treat it like any other disease. And these trying moments will pass.”

‘Serum has started to work towards a vaccine for the deadly COVID-19 virus’



Natasha Poonawalla

THE WORLD IS RIFE WITH DIFFERENT CRISES FROM CLIMATE CHANGE TO PANDEMICS LIKE THE COVID19 VIRUS. IN ALL THIS, THE POONAWALLAS WITH THE FAMILY-RUN VILLOO POONAWALLA FOUNDATION, ARE CONSTANTLY WORKING TOWARDS UPLIFTING PEOPLE AND SAVING LIVES WITH EVER NEW VACCINES. THEY ALSO ADDRESS THE EMPOWERING OF THE GIRL CHILD, SANITATION GOALS, POTABLE WATER ACCESS, AND MANY OTHER GOALS. HELLO! GETS AN UPDATE FROM AN INFLUENCER WITH A HEART OF GOLD

Natasha, tell us, is the Poonawalla goal this year to find a vaccine for the deadly corona virus?

“We are working relentlessly with our teams here at Serum and with international partners to expedite the timelines for the vaccine launch. Serum has already started its work towards finding a vaccine for the deadly COVID-19 virus. We have already made strides in the pre-clinical test phase and hopefully will progress towards the next phase at the earliest. We have partnerships with multiple organisations in the US; one example is Codagenix based out of New Jersey. We hope to enter into human trials for safety tests in six months.

“Ensuring welfare for the society by giving back to them at every aspect has been the long-standing raison d’être of our family. Our endeavors, from Serum’s proactive undertaking of discovering vaccines for life-threatening diseases to the philanthropic initiatives of our foundation – we have been diligently focused towards building a sustainable and secure environment for our generation and the next.”

We also see how generously you have provided immunity advice on your insta account... as a powerful influencer, how do you see your role?

“The world today is unfolding in an incalculable manner, which is fascinating but also there’s certainly a fear of the unknown. Everyday we are being introduced to new information, stories, innovations and at the same time too many opinions from not too many experts. Infodemic is the new epidemic, that makes people at power with a certain position be more accountable to bring out meaningful and impactful changes. I have believed in always walking the talk and driving change through my position and influence.



Natasha mentors students at the Dr Cyrus Poonawalla English medium school

“I am a propagator of holding on to traditional healing methods through yoga, meditation and immunity building herbs and preventive health remedies. I believe in the time of such a pandemic, it’s best to keep stress levels in check to prevent an immunity drop due to high cortisol levels in your blood stream. I’m always happy to share information I have found useful, be it a way of thinking about situations or herbal antidotes.

“Personally I embrace aesthetically appealing spaces in architecture and interiors and feel they impact productivity at work and home environments – I have hospitality interests inherited from my parents – I enjoy the influence of the fashion space which shows none of us are one dimensional. I was told 15 years ago,

glamour can never be perceived as intelligent or philanthropic. Travel and luxury are wasteful. People are still to address personal self-imaging issues as ‘thin and fat’ instead of healthy or unhealthy – these concepts are archaic. A solid education encourages a love for learning which ensures constant growth due to adaptability and stepping out of your comfort zone.”

You had earlier shared “Well before the advent of the ‘Beti Padao, Beti Bacchao’ campaign, my entire family was promoting the highest education for their children – girls and boys.” Do share some anecdotes of girls/boys who have been empowered at the Poonawalla family’s not-for-profit schools?

“
I am a propagator of holding on to traditional healing methods through yoga, meditation and immunity building herbs and preventive health remedies. I believe in the time of such a pandemic, it's best keep stress levels in check
”



Natasha attends an important occasion at a school in Urli Kanchan, outside Pune city

“On a strategy level I am involved with expansion, regular monitoring, fund allocation, and innovation. The day-to-day running of the schools is handled by each individual school team of experts in the field, and we have teams in place with a CEO to manage their needs. Our focus is on value and skill-based education as most often children graduate with knowledge they cannot use for the jobs that are available so we are constantly working on improvements to address adaptability to changing times while holding on to values and traditions from our Indian heritage. The subjects of plays performed at school functions is a sign of the progress made as the topics are on gender discrimination – the importance of educating a girl and a boy and boys helping out at home. Also, sanitation issues – the schools often have programs where kids take to the street to support the initiatives taken by our Clean City team. Give them a single karate coach and you have five black belts and not all boys. We suffer with several issues due to over-population and I feel lives are not valued here as they should be. Through education we address population control issues with a greater emphasis on quality of life.”

You had shared, “The local education system is still not about equipping kids to learn to think for themselves; it forces them to get used to rote learning.” Are you considering a more Montessori kind of approach, which does feed a child’s independence of thought?

“Yes absolutely and in addition to the incorporation of mental health programs, sex education and imparting the values of consent and individual choice in our education programs at schools of every level– this is another thing we are focusing on. The need for this is abundantly evident in all the work we are focusing on with women and children safety programs which we are supporting. In today’s day and age, children are introduced to a plethora of information, ideas and knowledge at the ease of just one click. As a mother of two, it does become a double-edged-sword, the curriculum at schools must also change as per modern times. Children

Picasso said, “Learn the rules like a pro, so you can break them like an artist.” Children are the most imaginative artists, making us responsible towards harnessing a pragmatic approach while retaining their artistic streak

are more nimble, fast and eager to explore and understand a subject in an enterprising manner. As Picasso said, “Learn the rules like a pro, so you can break them like an artist.” Children are the most imaginative artists with impressionable minds, making us responsible towards harnessing a pragmatic approach while retaining the artistic streak. So, it has to be a fine balance of academia and free thought that will strike the perfect balance.”

The Villoo Poonawalla Memorial hospital is not an exceptional institution, according to Adar, but it offers solutions at one fourth the price of commercial hospitals. What innovations have been introduced in the past one year?

“The hospital has been constructed, equipped and commissioned by Welfare Medical Foundation in association with assistance from Serum Institute of India who have provided wholehearted financial and logistic support to keep the hospital updated with the latest technology and innovation. Presently, there are 52 government-approved testing labs across the country who are working around the clock to yield results. We are in talks with authorities and government officials to expand and install more testing centres across the country. They have started allowing tests at private labs.

“We are doubling the space at our hospital to enable an expansion without adding too many additional beds to bring in more equipment

for better testing and more private rooms and ICU facilities.”

“My mother-in-law taught me that a strong woman stands up for herself, while a stronger woman stands up for others,” you have shared. Can you share how your interventions have shifted experiences/perspectives for others? You said about her, “She propelled me into the workspace where I saw another side altogether to my father-in-law, who today is a strong role model for me. His global impact on children’s health – saving over 20 million children – through life-saving pediatric vaccines, of the highest quality at the lowest cost to 145 countries, is deeply impressive.”

“We start at the grassroots with the most basic healthcare, education, sanitation but also inspire aspirational living with luxurious ventures in hospitality like the Ritz Carlton and workspaces like Poonawalla Business Bay in Pune to Poonawalla Aviation.

“The intervention in lives starting with vaccinating 2/3rd of the world’s population against preventable life threatening diseases and then enhancing quality of lives through sanitation drives locally. In Mumbai we have prevented 15,000 tonnes of methane from damaging the environment through the correct processing of garbage and of course, this controls diseases caused by low levels of sanitation. From water to airborne diseases to prevention of mosquito related diseases. Converting contaminated river water into clean drinking water through again sanitation plants.”

When we last spoke, Adar shared, “My ultimate vision is to do what is done in the US and Europe, convert all that waste to electricity/energy. How far along these goals is this project in 2020?

“We are constantly working with the Pune Municipal Corporation in adopting a door-to-door approach in raising awareness. The initiative has grown to become a community led program where people have attained an avid sense of responsibility towards the city’s cleanliness and greenery. Today, Pune stands as one of the most clean and healthy cities to live in and that itself testifies the achievement that we have achieved together, as a city. Logistically, there are more than 250 trucks and pot hole filling machines plus additional Gluttons which act like garbage Vacuum cleaners that are constantly moving from one corner of the city to another, with over 500 employees who are diligently working and managing more than 600 kms of Pune’s roads. We have also installed a decentralized state-of-the-art drinking water plant, where drinking water is available free of cost, accessible via smart card. The water purification plant is remote controlled, monitored daily and provides safe drinking water to more than 2,000 families across the city. Through our tie-ups with various NGOs we carry out a slew of awareness programs and cleaning drives across schools, colleges, corporates, and the general public. Our objective is to inculcate the importance of proper garbage disposal, waste segregation, sanitation and hygiene.”

What are some philanthropic initiatives in line for 2020?

“Recently, I have undertaken the responsibility

At present, we are addressing the dire situation of child labour in Rajasthan, where they are tied up, nailed down and made to work under traumatic conditions. We are also helping rape survivors and child victims below 18

of driving The British Asian Trust Funds led by HRH, Prince Charles of Wales, charitable work in India as the Chair of the Children's Protection Fund for India. The Trust has been working across a wide spectrum of areas to address the inequalities that children face through actionable awareness, across the South Asian diaspora. Their objective of improving the well being of children mirrored our guiding philosophy and business of protecting children from birth onwards.

"My main line of work with the Children Protection Fund would be focused on rescuing children who are subjected to various atrocities in life. At present, we are addressing the dire situation of child labour in Rajasthan, where they are tied-up, nailed-down and made to work under traumatic conditions. Apart from my work with them, we are helping rape survivors and child victims below the age of 18 years, to provide adequate counsel and bring them forward and help them fight legal battles with our own in-house team to ensure that justice is served."

Do you see yourself supporting a slew of fundraisers this year?

"Most definitely! All our philanthropic initiatives have been towards education, healthcare, sanitation, child trafficking and child protection against sexual abuse. This year, as we seek to scale up these activities."

Do you also see yourself patronizing labels using organic material, or upcycled gowns? Or repeating looks?

"We have to realise that all our choices and decisions are building the future for the next generations to come. By being cognizant of the consequences of our choices. I do and have always bought only items that I love that I have worn for years in different places and styled differently. I've even used fashion accessories in styling interior projects. Timeless fashion for me has always trumped fast fashion even though sometimes the concept has been misconstrued in the past. Today the global sustainable goals commission shines light on the same. Being environmentally aware and averse to consuming animal protein came to me naturally as a Parsi-Punjabi rebellious teenager refusing to eat carnivorously. Give me an Impossible burger Though – and I'll be thrilled! (Impossible foods is an environmentally sustainable company supported by Bill Gates. This is a meat substitute burger that looks and tastes like meat but isn't bad like beef for the environment.)"

INTERVIEW: SANGEETA WADHWANI



3 GOOD HEALTH AND WELL-BEING



‘Our vision is for an
AIDS free world’

Sir Elton John

THE LEGENDARY SINGER AND SONGWRITER EMBARKED ON A NEW JOURNEY WITH HIS ELTON JOHN AIDS FOUNDATION WHEN STRUCK BY THE TRAGIC END OF A YOUNG BOY. HE SHARES WITH HELLO! HOW HE HAS RAISED OVER US\$450 MILLION SINCE 1992 FOR THE FOUNDATION, AND HOW THE EVOLUTION OF THERAPY FOR HIV HAS BEEN TRULY EPOCHAL



PHOTO: ELTON JOHN AIDS FOUNDATION

Elton and Musa (above). Elton John visits the AIDS Conference in 2016 in Durban, South Africa and launches ‘We The Brave,’ a sexual health campaign supporting men who have sex with men (also below)

As one of the world’s most instantly recognisable and influential artists, what made you decide to use your profile to champion vital social causes around the world?

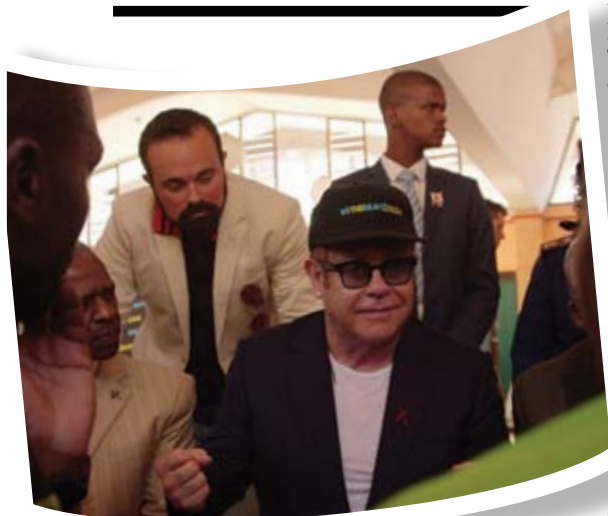
“I met a young boy named Ryan White who changed everything for me. In the 80s, I was sitting in a doctor’s office and I flipped through a magazine while I was waiting and read about Ryan White. He was a teenage boy living in Indiana who had contracted HIV through a blood transfusion and was completely marginalised by his school and community. He was made to feel like an outsider in the town that he grew up in because of a procedure that he and his family thought would be life-saving. The violence and discrimination this family experienced was outrageous and this shook me from the rock-n-roll lifestyle that I was consumed by. I spent a lot of time with Ryan and his family and saw the devastating effects of the disease. So many people in my world were affected by AIDS and yet I didn’t have my eyes open to it – I’d been complacent, but Ryan snapped me out of this.

“The Foundation was born out of my connection with Ryan – the power of one person – and the realisation that I couldn’t turn my back on people living with HIV, which was ravaging our world at the time. I knew I had to do more, and I knew I had the ability to do more. The Foundation has been a pillar in my life ever since and I’m so proud of the work we do with the most vulnerable groups affected by HIV to prevent, treat and

support them with compassion and dignity. Our vision is for an AIDS free world and I certainly won’t stop until that’s a reality.”

As a foundation you have raised over US\$450 million since 1992, but tell us about the origins of the Elton John AIDS Foundation and why it was so important for you to start something like this?

“Meeting Ryan changed my life personally in unimaginable ways and served as the inspiration for the Foundation which I began in 1992. We have evolved over the past 27 years with the way that the epidemic has. AIDS previously meant a short life expectancy because there wasn’t any treatment available. Our Foundation focused on making life a little bit more dignified and pain free – essentially palliative care. Now with incredible medical advancements, lifesaving drugs exist that mean living with HIV is no longer a death sentence and so much so that if you take sustained treatment, you can’t pass along the virus. It’s quite amazing to see how much we’ve learned in 30 years. So, now we focus on no discrimination to remove the stigma around HIV, no more new HIV infections so prevention services and no more AIDS deaths. And importantly, the wrap around services required for people living with HIV so they can lead healthy and productive lives. The Foundation has saved the lives of over five million people in vulnerable groups and we are now the fifth largest independent AIDS funder globally. It’s quite overwhelming for me to think about. But there’s always so much more to do.





Elton John and David Furnish visit Ukraine to meet people and initiatives supported by the Elton John AIDS Foundation in 2018

PHOTO: ELTON JOHN AIDS FOUNDATION

“I was awakened to the reality of HIV once I met Ryan, but it affected more friends of mine than I can count. I knew that I could never turn my back again after losing so many friends like Freddie (Mercury) and we couldn’t leave anyone behind. I’ve committed myself to that and to treat people living with HIV with the love and support they need, no matter who they are and where they are. I started the Foundation based on the inspiration of one individual and I’m motivated daily by all of the individual stories from people living with HIV that we support. No one should suffer from stigma, fear, lack of access to treatment anymore – everyone deserves the right to a healthy life.”

What are the main challenges related to tackling HIV and AIDS?

“Remarkably, AIDS is now a manageable disease – a healthy HIV positive person who takes daily medication is unlikely to either pass the virus on or develop the full-blown illness leading to death. This is quite unbelievable if you remember the days in the 80s when we didn’t even know what it was or how to treat it. But the reality is that 15 million people living with HIV around the world don’t have access to regular medication and the most disadvantaged are sex workers, drug users, men who have sex with men, migrant workers. Many of these

people live in places where homosexuality is still criminalised, and they live in fear of being who they really are. This is unacceptable. We need to do everything we can to keep AIDS on the agenda in the media and with governments to not forget those who are particularly vulnerable and still need our support to live happy and full lives.”

Tell us about your first experiences of India since that first visit in 2002 for the concert. How big a role can the country play in achieving the SDGs by 2030?

“I haven’t spent as much time as I’d like to in India, but it was pretty mega to play in Bangalore back in 2002. It always surprises me that the crowds know my songs when I visit a country for the first time. But what a wild and all-consuming country. The magic and calm versus the crowds is all confronting but exciting and I’m sure it’s only more extreme now 17 years later since I first played there.

“With so many young people in such a populated country, India has a huge role to play if the world will achieve the SDGs by 2030. We need to take care of our younger generation and set the right tone for them to have a healthy future. Thankfully, India has progressed and made a legal change but there are still over 70 countries where homosexuality is illegal. After

With so many young people in such a populated country, India has a huge role to play if the world will achieve the SDGs by 2030. We need to set the right tone for them to have a healthy future

wavering back and forth for many years, finally in 2018, India decriminalised homosexuality. We must allow people to be who they are, tackle stigma, celebrate equality and support the LGBTQ+ community all over the world.”

SDG 3, Good Health & Wellbeing, is obviously high on your agenda. But if you were to choose one other area to tackle, what would it be and why?

“I would love for my children to grow up in a world where all these issues have been solved and everyone and the planet are in a healthy state.

“As you say, good health and wellbeing is close to my heart because of the focus of my Foundation to have an AIDS free future. I really do believe that reality is within reach. We have the tools and knowledge to stop the cycle of HIV, but we need to ensure no matter who you are or where you are, you have access to treatment and support.

“All the SDGs go hand-in-hand – we need to reach all of them. If I had to choose another SDG it would be to end poverty in all forms. People that live in the hardest to reach places in the most extreme conditions already suffer enough and we need to break the cycle of poverty so people living in these circumstances have the chance to provide a healthy future for their families. Today’s world is so polarised, and I think we’d make far more advances if we looked out for each other – no matter who you are or where you are. We need to build and cherish a kinder, more tolerant world if we want any progress in the future. We need to choose love, choose compassion and choose kindness.”



ALLIANCE INDIA

HELLO! TALKS TO ROHIT SARKAR, SENIOR PROGRAMME OFFICER: SEXUALITY GENDER AND RIGHTS, ALLIANCE INDIA, THE INDIAN NGO FUNDED BY EJAF

First of all, tell us about the work of your organisation?

"Alliance India (www.allianceindia.org) was founded in 1999 as a non-governmental organisation to support sustained responses to HIV in India. Our mission is to support community action to prevent HIV infection, meet the challenges of AIDS, and build healthier communities. Currently, our interventions reach across 32 states of India. To date, we have reached more than 1.4 million people through our network of more than 400 partners across India."

What has been your biggest success and biggest challenge to date?

"Alliance India implemented the largest grant for men who have sex (MSM) with men and transgender people through a project called *Pehchan* (meaning acknowledgement) from the Global Fund to Fight AIDS, TB and Malaria which has been a huge success. With this funding, we identified MSM and transgenders who need HIV prevention, care and treatment and we strengthened 200 organisations working across the country to support 475,000 MSM and more than 50,000 transgender and *hijras*. It's important that we don't leave anyone behind and continue to support high risk populations."

"Alliance India works on the global 90-90-90 targets to eliminate the disease by 2030 through 90 per cent of all people living with HIV know their status, 90 per cent of all people diagnosed with HIV are on sustained treatment and 90 per cent of people receiving treatment will have viral suppression. Most global resources are focused on prevention and care. The biggest challenge we face is that we also



PHOTO: ELTON JOHN AIDS FOUNDATION

Elton John delivering the key note speech at the Diana, Princess of Wales Lecture on HIV in June 2018

need to provide support on the quality of life for the communities we serve such as mental health services."

How has the support of EJAF helped your organisation?

"Alliance India first received a grant from the Elton John AIDS Foundation to start HIV screening in local community settings. We had identified the need to understand more about the challenges of screening for HIV with high risk populations and EJAF were happy to help us to pilot this with us. We have screened 11,126 MSM and transgender people for HIV in six priority states in India and specifically focus on transgender women as they are more vulnerable. This unique support is a wonderful showcase of how successful community led screenings are

so important for India to understand the epidemic on a national scale."

Is high profile philanthropy the answer for global governmental shortfalls?

"India is one of the countries at the forefront of addressing the HIV epidemic. The last two decades of focused programming and improved data has led to a substantial reduction in new HIV infections. However, the epidemic in India requires support beyond testing and treatment to services addressing stigma discrimination, violence and mental health services. Philanthropic initiatives such as the Elton John AIDS Foundation (EJAF) support us in creating crucial evidence so that our government programme can take these to scale across India. Philanthropic initiatives can create global change in responding to the HIV epidemic effectively to pilot and innovate to help evolve and compliment government interventions towards an AIDS free future."

How can people get involved to support your organisation?

"More information on Alliance India can be found at www.allianceindia.org. We are committed to community level action for the most vulnerable groups who need our support most to prevent HIV infection, meet the challenges of living with AIDS and build healthier communities across India. To support Alliance India, you can donate through our website to help us transform more lives."



Members of Alliance India

INTERVIEW: THE WORLD WE WANT
PHOTOS: ALLIANCE INDIA

Saving those impacted by lockdown...
and more

Kulsum



Shadab Wahab

HER JOURNEY WITH ACID ATTACK SURVIVORS BEGAN WITH JUST ONE PERSONAL ENCOUNTER WITH A VICTIM IN A HOSPITAL. TODAY, WITH THE HOTHUR FOUNDATION, A LOT OF HER EFFORTS ARE AIMED AT HELPING SURVIVORS WITH RECONSTRUCTIVE SURGERIES, THERAPY WORKSHOPS, EDUCATIONAL AND FINANCIAL AID. DURING THE ALL-INDIA LOCKDOWN, HER FOUNDATION HAS ALSO BEEN SUPPORTING WAGE WORKERS AND WOMEN AFFECTED BY DOMESTIC VIOLENCE

How has the Hothur Foundation been helping vulnerable wage earners during lockdown? What other crises do you see?

“Minimum wage earners have been hit severely, and for them, every meal is uncertain. We have been supporting them and their families financially. We have sadly also been hearing the terrible news that domestic violence cases are on the increase amidst an already serious pandemic, a grave issue we must fight together. We are helping victims with financial aid, shelter and counselling over the phone. Quick and effective action is paramount.”

Kulsum, what first drew you towards focusing on acid attack survivors? Was there anybody close to you who underwent a traumatic incident?

“I have been working with disabled kids which needs me to visit hospitals... On one of my visits to the hospital, I first saw a terribly burnt woman. I went up to a nurse and asked her about it... and learned she was an acid attack survivor. I went up to her and said ‘Hello’. But she became nervous and rushed out of the room. Disturbed by her plight, I contacted the hospital and tried reaching out to her. For weeks, she wouldn’t answer my calls but in the end, she overcame her reservations and agreed to meet me. She confided in me, telling me about the challenges in her life, from being ridiculed, to not being able to find a job. She confessed not being able to pay for her rehab surgery, and even being ostracized by her family. The whole incident made me feel terrible for days. I wanted to work towards the



Kulsum Shadab Wahab has been the light at the end of a trauma tunnel for many acid attack survivors. Her brand Ara Lumiere, which features headpieces created by acid attack survivors, is recognised globally; she hopes to make it better known in India, in the near future

upliftment of these innocent, brave women.”

How easy has it been to raise funds towards rehab surgeries?

“The high cost of rehabilitation surgeries makes it difficult raising funds, however charity is always better collectively. We hope to involve more people to join our cause to raise awareness about the devastating crime.”

Tell us about how Ara Lumiere shaped up... do the lovely headpieces have the support of the elite in India, as well as philanthropists outside India?

“Ara Lumiere is a collective of designers

Kulsum hugs an acid attack survivor, banishing the social stigma that she would typically face



brought together by the Hothur Foundation. This collective consists of talented women who are above all inspirational with unmatched resilience – survivors of acid attacks. The ethos behind the brand is that incredibly beautiful – precious things can be born from the most difficult conditions. The project produces hair ornaments, helping these women bring hope into their lives. It is my vision to bring their struggles, but more importantly their triumph to the forefront by bringing them into our mainstream conversations. It is my endeavour to make fashion a more inclusive space, and through Ara Lumiere build dialogues for their betterment.”

Ara has really made us proud. We have been a part of the Milan Fashion Week. It’s been an honour to be on the official calendar. We have also won the ‘Camera Nazionale Della Moda’ and the ‘Toamoda Awards’ in Italy with enormous support from the Italian Fashion Council. The brand is still on a global level and we are thinking about bringing it to India soon.”

How were the ladies trained in making these exotic headpieces? Where all are they available to those who wish to support the survivors?

“Ara Lumiere has given a sense of purpose and financial endowment to these women who choose to live their lives courageously. They handcraft all the headgears trained by professionals and put in their 100 per cent heart and efforts. We have teamed these brave hearts out of which eight



Chhapaak highlighted the challenges an acid attack survivor faces each day and how they are ridiculed for something they have not done

of the women tailor and 11 women accessorise the headgears using high quality materials from around the world. They hand embroider and sometimes use vintage brooches collected by me from all over the world and reuse them as embellishments for headpieces. The headpieces are stocked in 10 Corso Como, Clan Upstairs, Gooders & Rinascente in Milan.”

Did you work closely with Deepika Padukone at some point, to help her meet and understand what your acid attack survivors have been through? What has been your involvement with her movie Chhapaak?

“Deepika Padukone interacted with our survivors after the movie was released. The survivors watched the movie and were reminded of the trauma they went through. They also felt that the movie brought them more social acceptance which they were very happy about. Deepika has justified the role of Malti by all means and I doubt any other actor could have done it so graciously and stirringly.”

What did you think of the way the story of Chhapaak was told? How close to reality was it, given your own intimate knowledge of such tragedies?

“I commend Meghna Gulzar for her ingenuity, gravitas and the time that she put in to voice this loud yet concealed matter. The movie Chhapaak has highlighted the challenges an acid attack victim faces each day and how they are ridiculed for something they have not done. I am glad someone has dared to bring the ‘hidden’ lives of acid attack victims into light in front of the world. And I loved the way she subtly and beautifully highlighted all the rights that the survivors deserve.”

Congratulations on being featured as part of the 25/25 series by Gucci and CHIME FOR CHANGE which marks the historic milestone for Beijing + 25; and talks of creating a gender equal future. What is your view on the gender parity situation that you see around you today... and where have you worked hard to improve it?

“I’m really honoured to have been featured as one of the 25/25 series by Gucci and Chime For Change. In the next few years it is my strongest will to see women getting equal opportunities to take their decisions independently without having to struggle for their basic rights. In a country like India, girl child abortions, education, societal status and acceptance remain to be some of the major problems society acutely faces. To be able to open peoples’ minds and change their perspective towards equality and women would be one of the greatest milestones for me. We have been closely working with these brave survivors and highlighting to the world what every woman, child is entitled to. The

LAKSHAY SACHDEV

process is gradual but promising.”

What has been the most alarming statistic you have come by, in the issue of gender equality?

“India and the world face alarming figures when it comes to gender inequality. One of the most alarming figures relate to female foeticide. According to the Female Infanticide Worldwide report by the UN Human Rights Council, ‘117 million girls demographically go missing due to sex-selective abortions’. I am still beyond shocked whenever I review these stats!”

In India, where do you see the most scope for women’s upliftment and do you see yourself leading new initiatives there?

“India is a slow developing but promising country. I see scope for women empowerment and upliftment in almost every field! Women today are equally capable, if not more than men, to stage most jobs and tasks. They are capable of handling pressure even more than men. I would like to get a strong hold of Hothur Foundation and Ara Lumeire on a more diverse global platform. Raising awareness about skin banking is my foremost task. People donate eyes to give eyesight but when they donate skin they give life to the burnt. The concept of skin banking has still not reached a state where people are openly talking about it and considering it. For now, I am concentrating on making this possible.

“Apart from acid attack survivors, I have been focusing on disabilities in children which I want to take further as well.”

INTERVIEW: SANGEETA WADHWANI
PHOTOS: WASEEM KHAN (SOLO PORTRAIT), BJORN WALLANDER (BLACK AND WHITE PHOTOS)



Kulsum with acid attack survivors holding slogans pleading for the ban of acid sale and pushing for skin donation/banking (above). Acid attack survivors who are being helped by Kulsum’s Hothur Foundation (below)





Healing humanity

Anjhula

Mya Singh Bais



SHE IS ONE OF ONLY SIX PSYCHOLOGISTS TO BE TITLED A YOUNG GLOBAL LEADER BY THE WORLD ECONOMIC FORUM AND THE ONLY INDIAN WOMAN ON THE INTERNATIONAL BOARD OF POWERFUL HUMAN RIGHTS ORGANISATION AMNESTY INTERNATIONAL. DR ANJHULA OPENS UP TO HELLO! ON THE PSYCHOLOGICAL IMPACT THE COVID-19 PANDEMIC WILL HAVE ON PEOPLE WORLDWIDE

Anjhula Mya Singh Bais completed an MSc in Psychoanalysis from the University College London, working simultaneously as a refugee psychotherapist and walking the ramp at the London Fashion Week. She then secured admission at Columbia University in New York to complete her graduate studies in psychology, leaving the European fashion weeks behind and satisfied having shot a dream campaign for Shu Umera, she moved to New York. "It was funny actually as I used to take the subway for auditions in full make-up and designer clothes and then return to the bathroom in Shermerhorn Hall at Columbia to strip the make-up off, put on glasses and resume studying neuro-psychology while pottering around the social relations lab in which I assisted research," says Anjhula.

Daughter of Thakur Birendra Bikram Singh Bais, Anjhula is married to Satish Selvanathan, son of business magnate Hari Selvanathan from Sri Lanka. Interestingly, in Greek and Hindu mythology the meaning of her name is the 'destiny the child will fulfil', she shares. "Angela was too American," she says and "Anjali too Indian," she adds. So, a hybrid name 'Anjhula' was created, that has no meaning "which left me poised to determine my own future and so far, life has been nothing short of extraordinary," says the psychologist. During her dissertation, she even co-founded the Bais- Selvanathan Foundation with her husband, Satish who is an Oxford Alumni and currently a private equity turnaround specialist. She often travels to what most would consider remote places and has worked for people tirelessly. "In West African countries, I have experienced no running water and hardly any food. In Rwanda and the Democratic Republic of Congo, I've seen people walking around with AK47s. I have negotiated arriving at 2.00 am without a visa, worked in villages in Africa where female genital mutilation is rampant and joined drug enforcers in Liberia on their drug busts," reveals Anjhula.

During the COVID-19 pandemic, she and her husband have presented five new GE ventilators to rural hospitals in Papua and Borneo in Indonesia plus provided food for 400 Indonesian refugees in Malaysia.

Over to the humanitarian...

absolutely the biggest reset button the world has seen in hundreds of years providing an opportunity to exert political and personal will that things do not go back to status quo. This includes setting into place strict climate crisis mitigation framework, animal rights, universal health care and increased worker rights."

You were recently invited to lead a fireside chat for the Young Global Leaders of the World Economic Forum on mental health and leadership resiliency...

"This fireside chat received more than twice the usual attendee registration and included leaders, board members and politicians from various fields such as the world bank, UN etc. Having an understanding of Covid-19's RNA nucleotide sequences, logistic chains and the efficacy of face masks versus hand sanitisers isn't particularly effective if we don't understand emotional epidemiology. In symbiotic relationships, governments worldwide are failing their citizens and in turn, citizens are failing government orders, themselves, and each other. This is in part the result of psychological distortions which if understood and acted upon expediently, can prevent the grief and trauma currently battering the world."

What does it take to be a Young Global Leader?

"There is a competitive process - 2000 worldwide nominations, a one-year interview process, background check, and 127 chosen that represent the best of their generation (Priyanka Chopra and Farhan Akhtar in previous years). Out of my exceptional 2019 class that also had ministers, heads of states etc, we were chosen on our ability and knowledge to further the cause for climate. As a member of Amnesty, an organisation that is eyeing the climate crisis, I ▶



Anjhula captured during the Amnesty International Nepal with youth activist Bipin Budhathoki

What are your views on the Covid-19 crisis?

"Covid-19 when reframed in different way is



I am not the typical Rajput aristo. I have a slightly different mission. What I am thankful for is that so many royal families have deeply encouraged me and are supporters and advocates, this signals a healthy alchemy of old school values and modernity. It reminds me of bamboo: roots firmly in the ground but flexible



Psychologist, Anjhula Mya Singh Bais started Mind Matters and an anti-corruption organisation, called the Bais-Selvanathan Foundation, with Oxford alumnus and husband, Satish Selvanathan





Collective healing through merging international psychology, climate, human rights, feminism and spirituality in uncharted magical ways is my larger objective in life

FUTURE PLANS: "In the next year or so, I plan to become involved in Doctors without Borders where I would be deployed to traumatically affected areas of the world to help serve."

LARGER GOAL IN LIFE: "Collective healing through merging international psychology, climate, human rights, feminism and spirituality in uncharted magical ways."

ROLE MODEL: "I do not have a role model per se. There are facets of people that I admire but as a therapist I am aware that people are complex, it's not so black and white."

CELEBRITY YOU ADMIRE: "Amal Clooney, a fellow Young Global Leader. She brings intelligence and human rights to the forefront whilst never eschewing elegance."

Anjhula during her recent completely carbon neutral trip to South Africa with a fellow activist. Bais is the youngest person appointed to the board of The Institute of Semitics at Princeton and has served as a People to People Citizen Ambassador to Rwanda for genocide reconciliation research. She has spoken on empowerment through the United Nation's World Conference on Youth in Sri Lanka in addition to participating in the inaugural 'Anything to Say Freedom of Expression' campaign in Berlin, Germany

was a good fit."

You belong to a royal lineage and started your career with modelling, what put you on the path of international psychology?

"People have felt they could speak to me from a young age. I became a psychologist because this is who I am, not the other way around. Many people think 'I'm like this because I am a psychologist'. From a young age there was the ability to see and sense beyond what most could and that is extremely useful in therapy. I am also unafraid to dive deep and analyse whereas most people's comfort zones hover around the

status quo surface level. My peers consistently chose me to be a peer and conflict mediator. Compassion comes in many forms including being strict, uncompromising in values and integrity and utter self-belief, something I have managed to hold steady since a young age."

Tell us a little about your family and royal lineage...

"I was born in America where my dad Thakur Birendra Bikram Singh Bais, an agricultural scientist and consultant, was hosting a scientific conference accompanied by my mother Thakurani Asha Singh Bais. My family is an

old aristocratic family with royal ties hailing originally from the erstwhile princely state of Banswara, Rajasthan. My *thikana* is a beautiful place situated in the Aravali valley, it is named for the bamboo forests in the area and is also known as the 'City of Hundred Islands'. Being Rajput runs deep in my blood, and subconsciously I have imbibed the positive aspects of the culture such as valour, fearlessness and protecting the weak."

INTERVIEW: ANKITA RATHOD



Fashion Reinvention

The forward focus

WITH THE FASHION FRATERNITY HALF-WAY BETWEEN A PAUSE AND PANIC, HELLO! TALKS TO DESIGNERS AND EXPERTS FROM THE BUSINESS, TO UNDERSTAND HOW COVID-19 WILL DEFINE 'THE NEW NORMAL' IN THE BILLION DOLLAR INDUSTRY IN INDIA



A NEW WAVE OF CONSCIOUSNESS ANAMIKA KHANNA

"The way fashion was perceived will see a drastic change. It will perhaps be acutely conscious of the extravagance and the carbon footprint it was creating. There will be a new wave of consciousness and empathy. I've also been thinking about how to make a single product more versatile and the various ways of upcycling and recycling, and pushing my own creative capabilities to new levels. The way we socialise, travel and work will all change. Technology will become a huge part of our lives, especially in the way we work."

**REVISIT OLD
SKILLS VIA NEW
TECHNOLOGY
FALGUNI SHANE
PEACOCK**

"Post-pandemic, my decision-making skills would be better as I'll now devote more time and thought to the process and assess everything that should be factored in, in a more in-depth manner. I've utilised a lot of my time in learning new technologies that can be incorporated for sketching, designing and my other creative processes. Both Shane and I have always been tech-driven and learning these new software and technologies has got us excited, as we can foresee it to be a catalyst in accelerating our designing process."



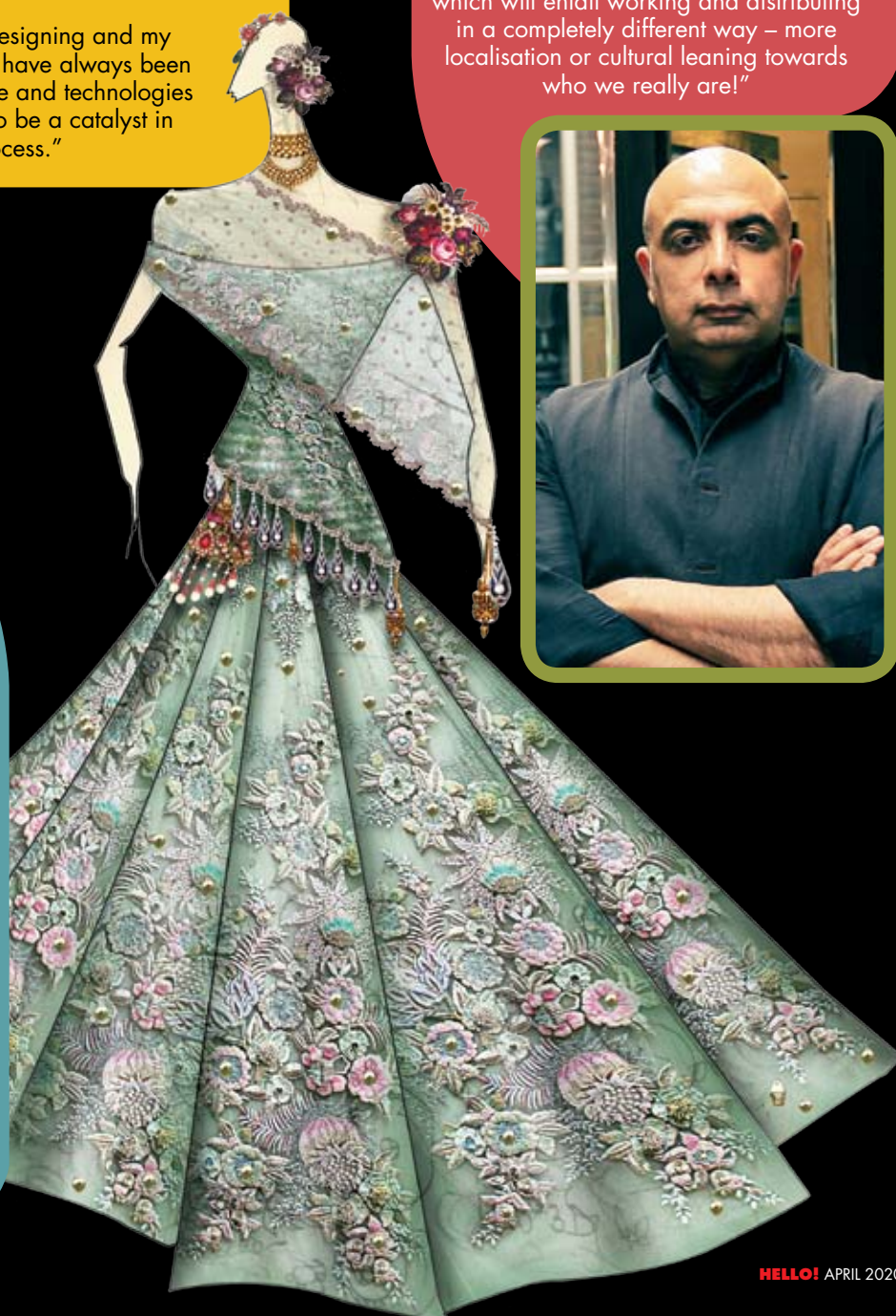
**STILLNESS TRIGGERS
REINVENTION
TARUN TAHILIANI**

"We are in the chrysalis stage and I truly believe that the process of reinvention starts with stillness. I've had plenty of time to ponder during this period of quietness, and the most important thing that has occurred to me is to reflect upon what matters to Tarun Tahiliani. Do I want to be on the same 'treadmill' for the next 30 years or do I want to move to something different? When all this is over, I'd love to see people being less vacuous about fast fashion and more mindful of the planet. We might go back to the whole notion of 'small is beautiful', which will entail working and distributing in a completely different way – more localisation or cultural leaning towards who we really are!"



**'DIGITAL SHOWROOMING'
X VIRTUAL SAMPLING
SAHIL KOCHHAR**

"It's true that necessity is the mother of invention. We are trying to reinvent our old practices by investing more in innovative technologies wherever feasible, from operation to delivery. We are considering a few strategies at the moment, such as 'digital showrooming'. We are strengthening our social media platforms, e-commerce and establishing small manufacturing hubs, to keep the safety of our workers intact. Going ahead, we are looking forward to leveraging virtual sampling and involve artisans and craftsmen across various states to bring forth our traditional crafts."



MINDFULL CONSUMPTION WITH A PURPOSE PAYAL SINGHAL

"In the new world, on the other side of this pandemic, I'll be a more mindful person, who will consume as much as needed and give back as much as I can from what I have used. The process has to be circular for the earth to survive. To me, my work has been my religion, so I hope I'll be able to go back to doing what I love so much, but with a new approach to it to satisfy the need for creativity and mindful consumption with a purpose."



LONGEVITY AND RE-WEARING WILL BE IMPORTANT SHRIYA SOM

"I hope we practice more kindness, compassion and reinvent how we use resources sustainably. I expect that the consumer behaviour will change wherein collections and garments will be priced economically. We might move to silhouettes and styles that are classic rather than trend based. So, longevity of garments and re-wearing them will become important."



SINCERITY FOR THE WIN AMIT AGGARWAL

"I feel there would be a certain sense of unity and higher respect for equality post the situation we are going through currently. The excessive nature of things might come under control with the new realisation of what is important. True worth, honesty and sincerity would emerge as the biggest winners, post this pandemic. I think keeping it close knit and fixing possible leakages that were causing wastage, require urgent attention, in order to streamline our processes. Design consciousness without over-producing has been an important decision. Marketing with honesty and thoughtfulness yet being able to create hope and fantasy, is important."



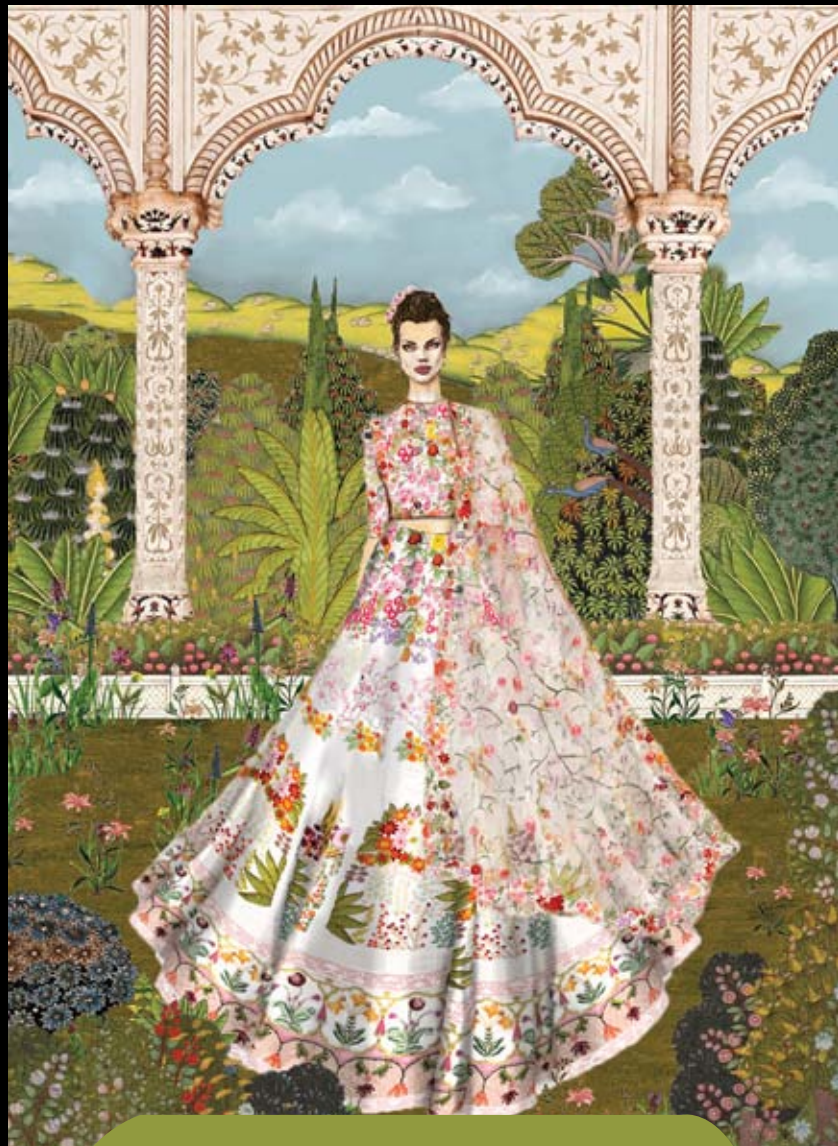
PATRIOTIC-CHIC SHANTANU & NIKHIL

"Over the last four years, we – as a brand – had already embarked on this emotional journey of being more patriotic-chic, sartorial and gender fluid in our design ethos. It strongly marries heritage and spunk with doses of compassion. There are two worlds now – pre and post COVID-19. Some of the new habits of the consumer will become the new normal. These are times that require resolve and determination to stay afloat and, perhaps, it's the best time for the entire fashion fraternity to come together as one community and fight the aftermath of this menace with grit and perseverance."



LUXURY = NATURE **SURILY GOEL**

"Who would have thought that one day necessities such as sunsets, nature, oceans and fresh air would become a luxury! My plan is to focus on my design label because it is my responsibility to create employment opportunities for our *karigars* and tailors. We need to support our industry. Also, I will be supporting all things Indian, be it in food, fashion or travel. And yes, I will definitely be spending every evening with my friends and family."



CREATE DEMAND FOR CRAFTSMEN **RAHUL MISHRA**

"We're hoping to align our collective creative energies into refocusing on the growth of artisans who work with us. We have, in fact, already begun working towards creating enough opportunities and demand for the craftsmen, who are losing that chance because they need to stay at home, now. So, when we resume work, these craftsmen will have ample opportunities and they will start earning immediately, without having to wait for research and design development."



INNOVATION IS THE WAY FORWARD **SANJAY GARG**

"This pandemic is a reminder of how temporary things are – the human race is vulnerable, we have to live in coexistence with our ecosystem, which is often forgotten. Innovation is the only way forward that can lead to growth. We need to continue to support local businesses and turn inwards to rely on our own. Not being indispensable to fashion weeks and thinking of alternate ways to communicate and present new collections is something that needs to be addressed on a global level, if we want to see a larger change."



PRADA
MILANO
DAL 1913L'OCCTAN
DE FRANCE

CHANEL

GUCCI

'COVID'ED BUYS

THE WORLD'S MOST
COVETED LUXURY BRANDS
ARE ALL STEPPING UP TO
THE GLOBAL HEALTH CRISIS
AND FINDING WAYS TO
SUPPORT THE WAR AGAINST
CORONAVIRUS, DONATING
GENEROUS SUMS OF
MONEY TO CHARITIES
ASSISTING HOSPITALS,
VICTIMS, FAMILIES. HELLO!
BRINGS YOU A VIEW OF
LUXURY AS COMPASSION

There may have been a time when the world of luxury couldn't comprehend the word 'viral' beyond its usual context – that of a video, an image, a trend most widely viewed online. In a heartbeat, 'viral' has a deadly feel, as the coronavirus turns every industry to do with value-added living, on its head. Commendably, the world of luxury has stripped all its fuss and fanciful machinery down to doing just one thing – pandering to the pandemic.

Luxury conglomerate LVMH lead the way, being one of the first fashion companies to join the fight against coronavirus. Associated with hallmark brands which include Louis Vuitton, Loro Piana and Christian Dior, the conglomerate announced that it would help produce hand sanitiser to counter the current shortage. In an official statement, LVMH clarified that it will "use the production lines of our perfume and cosmetic brands [...] to produce large quantities of hydroalcoholic gels," adding that "these gels will be delivered free of charge to the health authorities." We surmise that if they issued monogrammed and styled sanitisers in Asia, there would be no dearth of takers. But this once, it's the bigger picture that has turned the production machines at this famed luxury house.

RALPH LAUREN

The Ralph Lauren Corporation started in 1967 with men's ties. At 28 years-old, Lauren worked for the tie manufacturer, Beau Brummell. He persuaded the company's president to let him start his own line. Drawing on his interests in sports, Lauren named his first full line of menswear 'Polo' in 1968.

Since then, the company has diversified into many areas, but few would have foreseen such a turnaround in focus, in crisis time. Ralph Lauren is donating US\$10 million across four charities: the World Health Organisation's COVID-19 Solidarity Response Fund, the Emergency Assistance Foundation, the Pink Pony Fund and the Council of Fashion Designers of America.

The company is also one of many dedicated leaders producing protective equipment for healthcare amid shortages. Ralph Lauren joined fashion designers and organizations such as Christian Siriano, Bethenny Frankel's II B Strong and Eileen Fisher in working to produce 250,000 masks and 25,000 medical gowns. Others have even stalled the production of their own goods to transform factories into hand sanitizer manufacturers.



Blake Lively in
Ralph Lauren

ESTÉE LAUDER

The grandmother of beauty brands, the House of Estée Lauder has taken the lead from LVMH and also started producing hand sanitiser made of a hydroalcoholic gel, targeted at high risk groups and medical staff. The brand reopened a factory in New York to get into this process. Well what's luxury DNA without a beautiful heart? Furthermore, to show its solidarity with the battle being faced on the frontlines against the highly infectious virus, the company has also donated US\$2 million to help Doctors Without Borders. This international body has deployed its volunteers to work in countries that currently lack sufficient resources to tackle coronavirus. A truly 'laud-able' shift of focus.



L'OCCITANE

The brand synonymous with organic skincare, fragrances and bodycare products, with ingredients cultivated and harvested in Provence France, since 1976, has also stepped up to the crisis and manufactured 70,000 litres of hand sanitiser for French health authorities. Looking beyond French borders, L'Occitane has also donated more than 10,000 hand creams to soothe the usually gloved hands of National Health Service (NHS) staff across the UK and Ireland.



ALL THAT GLITTERS IS A HEART OF GOLD

OTHER LUXURY BRANDS AND THEIR CONTRIBUTIONS

★ **CANADA GOOSE**, the luxury coat brand has donated 10,000 scrubs and patient gowns

★ **PRADA** has helped with 80,000 medical overalls and 110,000 masks

★ **GUCCI** has contributed 1.1 million surgical masks and 55,000 medical overalls

★ **CALZEDONIA**, the top swimwear and stockings brand, provides 10,000 masks a day for the Hospital of Verona

★ **CHANEL**, Brooks Brothers are donating 150,000 gowns per day

★ **HUGO BOSS** has donated 180,000 face masks

★ **SALVATORE FERRAGAMO** has donated 100,000 anti-bacterial masks, 50,000 units of hand sanitiser and 3,000 masks to local healthcare units



HIGH STREET BRANDS THROWING THEIR WEIGHT BEHIND THE BATTLE

UGG

Ugg's parent company, Deckers, launched the 'Better Together initiative' to give over US\$1 million to COVID-19 pandemic relief efforts, including both monetary and product donations. Its contributions include a generous donation to NYC Health +



Hospitals, the largest public healthcare system in the country that cares for all, regardless of ability to pay or immigration status.

DYSON

Newly launched in India, the brand with home cleaning and hair styling solutions has gone on to produce 15,000 CoVent portable ventilators, designed specially to treat COVID-19 patients.

MISHA NONOO

The womenswear brand is donating 10 per cent of proceeds from online sales to the New York Food Bank. It's also offering US\$50 gift cards to healthcare workers as a "thank you." Additionally, everyone who posts a photo on Instagram tagging a Misha Nonoo fashion look with the "Stay Home" sticker gets a US\$25 gift card — plus US\$25 will go to the International Rescue Committee fighting coronavirus.

SANT & ABEL

The luxury sleepwear line has launched a "buy one, give one to a frontline hero" initiative, running through the end of May. When a shopper purchases a pair of PJs, they can select a complimentary pair to send to a healthcare worker of their own choosing.

KIM KARDASHIAN'S SKIMS

Update your WFH wardrobe with cozy loungewear from Kim Kardashian West's shapewear line, Skims, which is donating 20 percent of profits from the Cotton Collection to Baby 2 Baby's COVID-19 Emergency Response Program, which provides families with diapers, formula, and basic hygiene products.



TEXT: SANGEETA WADHWANI

Celebrity

LOCKDOWN DIARIES

THEY ARE SOLVING PUZZLES, HOSTING TALK SHOWS, PERFORMING VIRTUAL GIGS AND MORE. HERE'S HOW OUR FAVOURITE CELEBRITIES ARE SELF-ISOLATING

DEEPIKA'S *time management skills*

She has been cleaning the closet, pampering her skin, working out and giving us time-management goals. She has also been actively playing pranks on husband, Ranveer Singh!



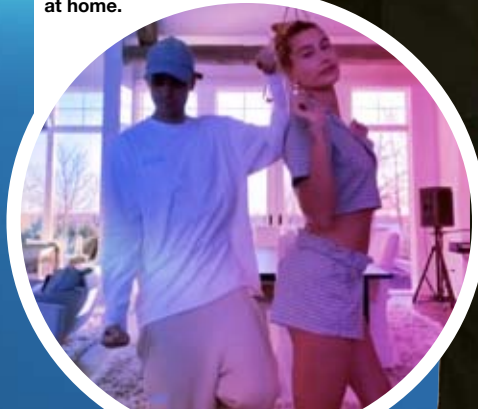
PC-NICK *are all loved up*

It's the perfect hour to spend some quality time with your loved ones, and Priyanka and Nick have been doing just that. PS: Their furry friends are almost always a part of the frame, too.



BIEBERS *on the TikTok train*

Hailey and Justin Bieber are onboard the TikTok express! Self-isolation hasn't stop the Biebers from giving us major couple goals as they recently posted a video of them dancing away at home.





A 'puzzled' ELLEN DEGENERES

You can remain at home and still be productive. Take a cue from Ellen as she breezes through a 4,000 piece-puzzle set, which was gifted to her.



MILEY'S Instagram talk show

The popstar-actress is beating self-isolation woes by hosting an Insta talk show. *Bright Minded*, so far, has featured Demi Lovato, Ellen DeGeneres and Dr Daniel Amen.



CHRIS MARTIN'S virtual gig

Much to the joy of Coldplay fans, Chris held a virtual gig on the band's Instagram page, recently. A sky full of stars, even during a pandemic.



Family goals with the BECKHAMS

From cooking up meals together, to pulling off the perfect movie night, the Beckhams have done it all. David, Victoria and their children – Brooklyn, Cruz and Romeo – have also taken out time to cheer and clap for the healthcare workers.



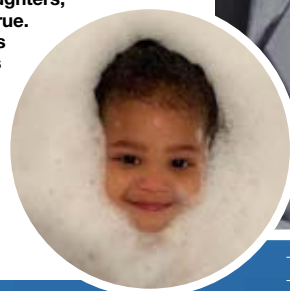
THE HADIDS set positivity goals

While Bella Hadid is dancing her way through self-isolation, sister Gigi is on a cleaning spree! Gigi, recently, posted a picture and captioned it "Quarantine mood... post-disinfecting all doorknobs in the house, thinking about all other surfaces still at-risk".



Work-life balance with the KARJENNERS

While Kourtney Kardashian is busy updating her website, Poosh, Kim K has hinted at a new fragrance in collaboration with Kris Jenner. Her new show, *The Justice Project*, also aired, recently. Meanwhile, Kylie and Khloe are spending quality time with their daughters, Stormi and True. Kendall starts her mornings by taking her dogs for a walk, and she paints or catches up on books later in the day. **H**



TEXT: KARIMA DHINGRA



Anubhav Bhushan, Pavan Anand and Sushma Kilachand

TURNING NEW LEAVES IN ALIBAG

WHAT: Nestled among bamboo gardens and reflecting a sensibility fusing art, Zen minimalism and the New York-esque Hamptons, perfectionist design maven, jeweller and architect Pavan Anand and partner Sushma Kilachand launched a path-breaking luxe villa in Alibag, with inputs from luxury estate curator Anubhav Bhushan.

BUZZ: Seen at the stylish launch were many haute trotters from the city's glam set: Nawaz Modi Singhania, Prashant and Maneka Deora, Sanjay and Kanan Ruia, Akshay Kilachand, Payal Kilachand, Shweta Shetty, Riyhad Kundanmal, Shirin Shah, Priyanka Thakur, Nisha Mehta, Nisha Jhangiani, Kavita Lakhani, Suveen Suri, Amit Chutti, Anushka Jagtiani and Suchitra Krishnamurti, among others.



Riyhad Kundanmal, Nisha JamVwal and Shweta Shetty



Sandip Soparrkar



Sammeeer and Palak Sheth



Nisha Mehta



Nawaz Modi Singhania



Aakif and Iram Habib



Shirin Shah



Anushka Jagtiani and Amit Chutti



Jalpa Vithalani



Prashan and Maneka Deora, Shivani Agarwal



Nisha Jhangiani



Suchitra Krishnamoorthi



Sangeeta Wadhwani



EN ROUTE TO A REGAL FOREVER

WHAT: On a sun-kissed afternoon in March, amidst the picturesque gardens of the Baroda Royal family's sprawling residence in Lutyen's Delhi, Aishwarya and Karan got engaged. Karan, is a scion of the illustrious Chautala family; being the grandson of former CM Om Prakash Chautala and son of Kanta and Abhay Chautala. The beautiful bride is the daughter of Geetanjali and Jaswinder Singh Bull. Her grandfather is a prominent name in Indian media, and helms a leading newspaper.

BUZZ: The engagement was attended by the crème de la crème of the city, including politicians, royals, business tycoons and media personalities

Karan With Om Prakash Chautala. Aishwarya and Kanta Chautala, Standing behind: Abhay Chautala, Arjun, Jayadityavir, Jaswinder Singh Bull and Geetanjali

Radhika Raje Gaekwad



Yashodhara Raje Scindia



Jyotiraditya Scindia with Bull



Naveen Jindal



Karan Chautala with Aishwarya



Samarjit Gaekwad



Niharika and Dushant Singh



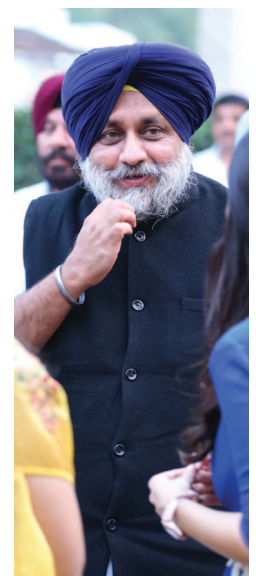
Adhiraj Singh, Vinita Singh with Sanjay Kapur



Haryana CM, Manohar Lal Khattar



Raja Randhir Singh



Sukhbir Singh Badal



Paulomi Sanghvi



Gayatri Zaveri



Deepika Gehani

Diary of the Month

DREAMS IN PORCELAIN

WHAT: A historic art porcelain brand from Spain, relocated one of its boutiques from a high street store to a mega SOBO mall, in Mumbai. The 100 square foot store offers a museum-like experience with its porcelain creations, which include lights, sculptures, jewellery, home decor and fragrances.

BUZZ: Seen in attendance were representatives from different consulates, artists like Arzan Khambatta, hallmark jewellers like Paulomi Shanghvi, and a slew of movers and shakers of the city.



Jasmine Dawda



Khushnaz Turner



Kunika Singh



Kailash and Aarti Surendranath



Yasmin Morani and Rohini Makker



Chintan Shah



Lata Bhavnani

20 YEARS OF TAO

WHAT: The TAO art gallery recently hosted its 20 Year Celebration show, 'A Tapestry of Time' with founder Kalpana Shah and Sanjana Shah. In its 19-year history, Tao has curated uniquely conceptualized shows featuring painting, photography, sculpture, video, performance as well as installation art in its two exhibition galleries.

BUZZ: The group show featured diverse artists like Ali Akbar Mehta, Abhay Pandit, Arpana Kaur, Atul Dodiya, Brinda Miller, Dhruvi Acharya, Ganesh Haloi, Ingrid Pritzer, Jagdish Chander, Krishnamachari Bose, Madhvi Parekh, Prajakta Palav, Milburn Cherian, Ravi Mandlik Rameshwar Boota, Shakti Maira, Rini Dhumal, Smriti Dixit and many more.



Sujata Bajaj, Sangita Jindal, Paresh Maity, Kalpana Shah & Sanjana Shah



Manu Parekh and Sujata Bajaj



Parvez Damania



Brinda Miller and Seema Mehrotra



Avinash Gowarikar



Jaideep Mehrotra

Luck by Numbers

HELLO! reveals your fortune each month with **DR JAI MADAAN**, an ace astrologer, Vaastu consultant, life coach and palmist



How to Calculate Your Number

1. Begin with your day of birth date
2. Reduce the date to a single digit by adding the digits if two numbers are involved. Eg $19 = 1 + 9 = 1$

1 **LOVE:** This is a good time to let go of the past and begin afresh. You are a little more emotional and vulnerable than usual and may have the tendency to make mountains out of mole hills.

CAREER: It's necessary to keep a close eye on the details this month, particularly those related to your finances. Check your bank balance regularly and make sure to save the receipts for deposits and other transactions. There are indications of upcoming changes in your work environment.

HEALTH: Attending too many social events can cause exertion and fatigue. To curb it, certain amount of moderation and discipline is needed. Try to wake up with the first rays of sun to boost your energy.

LUCKY NUMBER: 8

LUCKY COLOUR: Pink and green



Mukesh Ambani

4 **LOVE:** Romance and relationships continue to be favourable this month. Social events may bring new people to your life. Your sense of humour will make it easy to make new friends during this time.

CAREER: Focus on getting things done, but don't let financial reward be your only motivation. Introduce creativity and a playful attitude to the job at hand.

And most importantly, don't let temporary setbacks ruin your spirit and ambition.

HEALTH: Like last month, your food intake will play an important part in your overall health. Pay close attention to your eating habits.

LUCKY NUMBER: 9

LUCKY COLOURS: Pink



Robert Downey Jr

7 **LOVE:** Matters of the heart come to the fore. Your family and friends need more attention from you this month. And you will likely find yourself playing the roles of mediator, comforter and counsellor. You will become aware of the need to let go of certain people.

CAREER: Your career is guided favourably by the force this month. There will probably be an increase in your workload and responsibilities due to a recent or upcoming promotion.

All in all, this is a good time for finances.

HEALTH: Adding more greens in your diet will be help support your health. You had been taking your health for granted, but now is the time to pamper your mind and body.

LUCKY NUMBER: 2, 7

LUCKY COLOURS: Orange

8 **LOVE:** This month you feel the need to have a love affair with yourself. This is a subconscious attempt to connect and communicate with your own inner self.

CAREER: Your career, finances and romance all take a back seat this month. You will want to give more time to life's mysterious questions than focus on the materialistic aspects of it.

HEALTH: You will connect with Nature this month. If possible, take some time off to walk in the woods or sit by a lake to appreciate the beauty of the surroundings.

LUCKY NUMBER: 3

LUCKY COLOURS: Blue



Channing Tatum

9 **LOVE:** Relationships that are not related to work are not a high priority this month. Devote your attention to career and finances as well as to people who play important roles in those areas of your life.

CAREER: This month can be very rewarding financially, as well as in other areas of life. But there is a catch:

It is essential to take care of the details, to be reliable and to keep things organised. Remember that respect, recognition and rewards come to those who are careful.

HEALTH: Work on your health this month. You may feel inclined to try different balancing therapies and techniques to soothe your mind and spirit.

LUCKY NUMBER: 1

LUCKY COLOURS: White



Jaya Bachchan

2 **LOVE:** This month will bring matters of the heart to some kind of climax. Most people will find their soulmate during this period. Married people will rejuvenate their bonds. Troubled relationships could come to an end now.

CAREER: You have more energy now and are ready to implement some necessary changes. Be more aggressive in your approach if you want to start new projects. It's a good time to take chances.

HEALTH: You will actively pursue things that you want to do to make changes in your physical health. Brisk walking or jogging will be of great help.

LUCKY NUMBER: 3

LUCKY COLOURS: Green and brown

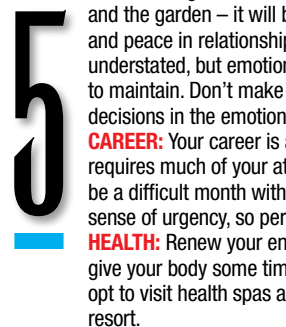
5 **LOVE:** It's a good time to work on the house and the garden – it will bring in harmony and peace in relationships. Romance is understated, but emotional stability is hard to maintain. Don't make any big changes or decisions in the emotional realm right now.

CAREER: Your career is a top priority and requires much of your attention. This can be a difficult month with frustrations and a sense of urgency, so perseverance is the key.

HEALTH: Renew your energy this month and give your body some time to relax. You could opt to visit health spas at a distant, quiet resort.

LUCKY NUMBER: 2

LUCKY COLOURS: Brown and golden



Sachin Tendulkar

3 **LOVE:** It's a time for positivity and you receive ample support from your loved ones. You may meet an intriguing person this month.

CAREER: This month you will take nothing for granted and are likely to keenly pursue what you believe in. You can rely on your intuition regarding new projects and financial affairs. Relationships with both subordinates and seniors should improve.

HEALTH: You may need a thorough counselling session regarding your health as you seem to have neglected your body in the recent past. Watch out for minor ailments because of some bad food habits.

LUCKY NUMBER: 1

LUCKY COLOURS: Red and blue



Rohit Sharma

6 **LOVE:** The month of April requires more flexibility and the willingness to accept, adapt, respond to and embrace change. There will be new encounters on the anvil.

CAREER: The more you allow yourself to flow with the circumstances, the easier this month will be. Both at work and at social events, you'll be able to advertise your talents and abilities.

HEALTH: Your health and well-being should be a priority and must be handled with utmost care because you have a tendency to forget your own needs.

LUCKY NUMBER: 1, 7

LUCKY COLOURS: Yellow



Mithila Palkar

HELLO! meets the latest sensation on Netflix, who has not just blown away her audiences with her stellar performance in *Little Things*, but is also an inspiration to her female fans for breaking expected norms

Her long dark curls and endearing smile are just the little things that first draw attention to Mithila. But she harbours astounding amounts of chutzpah in her petite self. The girl who grew up in a Maharashtrian home, with a sister who's a neuro scientist, chose to define a new role for herself when she stepped into the digital world of entertainment despite her family's scepticism. Whether it is her on-screen role in the Netflix super-hit or her real life, Palkar is someone who loves taking life head on. A trained Hindustani music vocalist and Kathak dancer, she appeared in the Bollywood flick *Katti Batti* and is now going on to her next with Renuka Shahane's *Tribhanga*, also for Netflix.

What's keeping you busy right now?

"Honestly, there is nothing much that I can talk about right now."

Little things do add up to big ones? Isn't it true of your life?

"It is 100 percent true. Especially when you know how I started my journey – from doing FilterCopy videos to my cup song (inspired by Anna Kendrick's cup song from *Pitch Perfect*) and then doing web shows, it all kept getting added up for the bigger picture to emerge."

From one-off roles in Indian cinema to a popular season on Netflix, has life turned out the way you imagined it?

"All this has been much beyond the scope of my imagination. I came here to be an actor, and that's what I will continue and strive to be – a better actor than what I was yesterday. But, I was fortunate to have received the kind of opportunities that I did. I'm extremely grateful for those."

Is it destiny or hard work that played a major role in bringing in the success you are enjoying right now?

"We often trivialise our hard work by conveniently attributing it to destiny or luck. Those things might have a certain amount of contribution to make, but that's minimal compared to other factors. No matter which field you are in, there's no question of discounting hard work and perseverance! Success is 100 percent linked to hard work."

The digital platform has thrown up enough examples of 'the modern Indian woman'. Now, she's an active player in taking her life decisions. Do you think it is also influencing the imagination of modern Indian woman at large?

"I think society and the showcasing is a symbiotic relationship. Most of these on-

screen characters are inspired by real women – the characters that you see are a reflection of those. If the women on screen are influencing the women in real life, I also think the reverse is true. I think change is here to stay and we should all be ready to embrace it."

What made you turn to being a motivational speaker, encouraging women with your own example?

"I did not intend to be a 'motivational speaker' and don't recognise myself as one. I'm here to live my journey and tell my story and that's what I do."

How did the project with Karan Johar, *Girls Got Talent*, come about?

"Nikhil Taneja, who is the CEO of a youth media company called Yuvaa, proposed this idea to me. He was doing this in collaboration with *Save the Children*, India, and told me about the thought

behind it. I thought it was a great cause to support and I immediately hopped on board. Simultaneously, he was also talking to Karan Johar regarding the same and he kindly agreed to be a part of it and decided to lend his voice to it. That's how it was all put together."

What are you most enjoying about being a digital star?

"I like the fact that there is no wall between my audience and me. They have easy access and now we can actually have 'one-on-one' conversations with each other. Their feedback, love, criticism reaches me directly and that is a great thing."

What are the advantages that women in your industry have over their predecessors, let's say 10 years ago?

"I believe most importantly, that the content has changed. We still have a long way to go, but it has begun to take its course. And generally, the opportunities have widened and hence, today we have a lot more female writers, directors and producers on the block."

Your thoughts on the future of Indian digital media, from where we are placed right now...

"I only see it growing exponentially. What has happened to it over the last few years is unfathomable compared to what it was when I started working on the internet platform. The transformation amazes me and it often makes me think how all this is beyond my imagination, even now."

So, how do you like to let your hair down when you are not shooting?

"I sit at home with earphones plugged in and listen to music. Or well, catch up on my sleep."

Please tell us about your fitness routine...

"I have a personal trainer and I train thrice a week. It is something that I enjoy doing because exercising adds discipline and is only a positive contribution towards your health. I'm not too big on dieting and thankfully, my trainer doesn't push me to do anything beyond my comfort zone (I'm a huge foodie). So it works well for me – ultimately, what I follow is balanced workout and a balanced diet!"

The first thing you do when you wake up in the morning?

"Brush my teeth. I cannot start my day without doing that first."

A motto you live by?

"Be happy and make happy."



INTERVIEW: SANGHITA SINGH