



The social snack

to spark conversations



inger foods, called "tapas" in Spain, all have one thing in common: they're made to be shared with others. What could be more beautiful than a table full of tasty offerings to keep the conversation going for hours? This year, having spent months apart, time with loved ones is valued more than ever. Nurturing friends and family has never been so important and what better way to do so than with healthy, wholesome food.

It's no secret that Olives from Spain's ambassador, Saransh, treasures quality time with his friends and family. And as a renowned chef, his loved ones know to always arrive with an appetite.

Never missing an opportunity to nourish and surprise his guests, Saransh loves to accompany Indian snacks with international ones. To get that guaranteed wowfactor, he turns to Olives from Spain. Taking only a few minutes to prepare, this tasty and nutritious finger food can be assembled without missing a second of storytelling. The tanginess of Olives from Spain pairs perfectly with Indian spices - even the most chatty of guests won't be able to resist taking a moment to pause and enjoy these flavorful treats.

For those who can't be together in person, Saransh also recommends spending quality time preparing meals and snacks virtually. **Virtual cooking is a fun way to feel close to those who are far.**For chefs of every skill level, recipes are ideal for learning how to cook together.

Saransh and Olives from Spain have also got you covered with a new cooking show on FoodFoodTV.

Tune in and discover episodes of family-friendly, healthy recipes that make it even easier to create delicious food. The show is a must-see and sure to inspire with its blend of traditional and mediteranenan ingredients.

To give you a taste of what Saransh has got cooking, and in the spirit of "tapas," here is one of his favorite recipes to prepare with your loved ones near and far, Spicy Indian Pimento Olives from Spain. There's no better time than the present to savor delish moments with friends and family.

INDIAN SPICY PIMENTO OLIVES

~ Ingredients:

- 350 g Spanish Pimento OLIVES FROM SPAIN
- 3 tbsp Mustard seeds (roasted and powdered)
- 1 tbsp Methi seeds- fenugreek seeds (roasted and powdered)
- 1,5 tbsp Red chilli powder
- 100 g Garlic cloves (crushed)
- 0,5 cups Extra virgin olive oil
- Salt to taste
- ~ Preparation time: 5 minutes
- ~ Serves: 3-4 portions
- ~ Level of difficulty: Easy

~ Instructions:

- Take the Pimento Olives in a big bowl, toss in the mustard seeds powder, fenugreek seeds powder, red chili powder and salt.
- Combine well, add in the crushed garlic cloves and the extra virgin olive oil.
 Mix all the ingredients very well.
- Wrap the bowl and keep it in the fridge for at least 20-25 min.
- Serve at room temperature.





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EDITOR'S LETTER



de are already in the last month of this year. 2020 will probably go down in history as one of the most-talked-about years of this century. What started off as a normal year in January had totally turned on its head by March, and the rest is history. The pandemic has been one of the most devastating occurrences in recent history, which won't be forgotten for eons to come. The COVID-19 virus that engulfed this planet like wildfire has changed our lives forever. With no sure-shot cure in sight and no confirmed vaccine for prevention, it doesn't seem like life will get back to normal anytime soon. We will continue to live in this bubble of face masks and social distancing. With millions of lives lost, jobs gone, salaries being slashed, and businesses shut down, everyone's lives have been plunged into darkness and uncertainty. Every industry has been hit. We are all grappling with living the 'new normal' which, at some point of time, will become 'the normal.'

This year threw up some surprises on other fronts as well. Donald Trump's unceremonious exit from the White House after losing the US presidential elections to Joe Biden has taught Americans that pride and prowess are two totally different ends of the spectrum. And it was pride that finally became Trump's nemesis. India's entertainment industry also lost two of its finest actors—Irrfan Khan and Rishi Kapoor—to cancer. The world also saw many other celebrities lose their lives to this deadly virus. May their souls rest in peace.

On the positive side, we are back with another real winner as our cover girl this issue. Fashion designer Masaba Gupta, the daughter of actor Neena Gupta and cricketer Viv Richards, has an air of mystique around her that goes beyond her mixed origins. This feisty girl, in a very short span of time, has not just taken her brand to the top of the fashion blockbuster list, she has also cross pollinated her own persona. She stands as a true inspiration to the thousands of girls out there who want to tap into the glitz and glamour of the fashion world. Masaba has proven to the world that razor-sharp focus and marketing your talent the right way can take you places. Read on to find the secret behind her super success.

Let us all hope we find similar success in the new year, that we can wake up one day and write 2020 off as a bad dream. Let's pray for a better 2021 and make the most of what we have. Wishing you all a Merry Christmas and Season's Greetings.

OUR COVER GIRL, MASABA GUPTA IS A REAL WINNER, AS SHE CROSS POLLINATES HER BRAND AND HER PERSONA TO GREATER HEIGHTS

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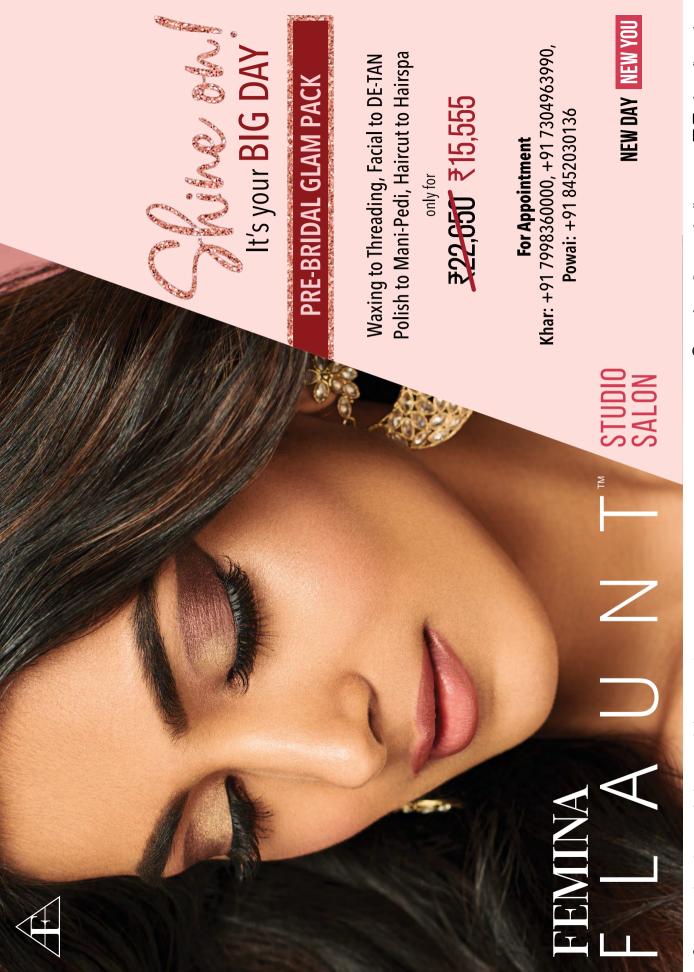
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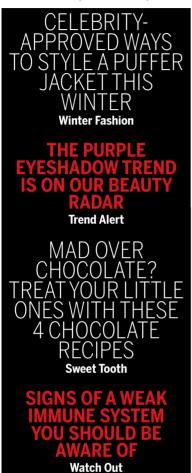
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What does power mean to you?



Aishwarya@alwaysaishwarya Power is to be able to influence good over evil. No matter how tough it gets.



Ruman Baig @RumanBaig3
Power to me means being in a position where my actions affect more than just me.
Hence it is important to not be drunk on it.



Dev Kumar @DevKumarB2 Military strength of a Nation

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WE HEAR YOU!

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Priyanka Chopra Jonas is my favourite actor, and seeing her on the cover really made my day. Congratulations, *Femina*, on your 61st anniversary. The Big Story about Kamala Harris was a great read; she inspires me every day to dream big and move forward towards my goals. It was an honour to read about all the other inspirational

all the other inspirational women as well. Really loved the piece about the democratisation of fashion. This year has truly been one-of-a-kind, and it is great to see the fashion industry adapting so gracefully. Keep up the excellent work, *Femina!*



Heartiest congratulations to Femina on completing 61 years. This anniversary issue is my favourite. All the stories in The Big Story section about these wonderful women who have made their mark in their respective fields are so inspiring. The photographs in the Beauty Feature are stunning; I loved all the makeup looks. The article that really caught my eye was the interview with Chef Sarah Todd. I've been one of her biggest fans ever since her MasterChef Australia days. I am also so happy to see Komal Pandey in this issue; she is my fashion icon. Thank you for always brightening up my day, Femina!

Jyoti Talwar, Bengaluru

I have always been an avid reader of *Femina*, and, even after all these years of producing great content, the magazine pleasantly surprises me with every issue. *Femina*'s November



issue proves that
women are meant to
reach great heights.
Reading about these
strong women has
motivated me to
realise my dreams.
I liked the fashion
vocabulary article,
because I learned many
new terms that I can
use with my teenaged
daughter now! My

favourite section was the home remedies by Raveena Tandon; I am surely going to try them.

Manju Oberoi, Hyderabad

Congratulations on your 61st anniversary issue, Femina! It is such a delightful issue. The cover photo of Priyanka Chopra Jonas is so powerful. The inside pages are power-packed with inspiring content. I thoroughly enjoyed the Beauty Special on the history of lipsticks; it was informative. The Beauty Feature pictures with beautiful eye makeup and masks was breath-taking too! I am also excited to try out the new recipes by celebrity Chef Sarah Todd. Looking forward to more such issues.

Mehak Shah, Pune

What a brilliant anniversary issue! I particularly liked The Big Story about all these amazing women; they really deserve the platform. Femina always puts out content that empowers. The career story about the job market was fascinating; it truly is time to adapt and upskill. The Fashion Accessories pages were beautiful; I've picked up many latest trends from there, such a great collection for the autumn-winter season. Can't wait to try them out!

Aarohi Khurana, Mumbai





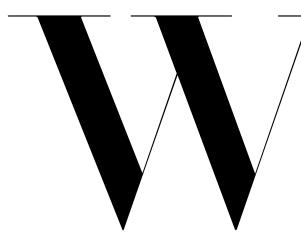


BAKE SOMEONE'S WISH COME TRUE THIS SEASON, #CELEBAKEWITHWEIKFIELD BAKING RANGE.





66 A STRONG WOMAN LOOKS A CHALLENGE DEAD IN THE EYE, AND THEN WINKSATIT. 99



hoever coined that phrase possibly had a feisty young girl like Masaba Gupta in mind. Cerebral, mystical, mysterious, rebellious and always aesthetically driven, she is one of the few Indian couturiers who personify the phrase 'maestro at large'.

For Masaba, in a very short span of time, has not just made her brand stand tops in the fashion blockbuster list, she has also cross pollinated not just her brand but also her persona. Effortlessly, she swivels from being designer to endorser to influencer to actor... even if it is her own life story she is enacting. But, then, she has an iconic actor to call Mom.

Mystique has surrounded Masaba ever since she was born to dynamic actor Neena Gupta and legendary cricketer Viv Richards. Half Indian and half Carribean, she was brought up by a firebrand mother who made it clear that she would lead her life on her own terms. And this legacy carries on with Masaba, who has never let herself be confined to a mould, or even tried to belong to a stereotype. Instead, she goes from one creative bastion to another, infusing her sense of design into each. Infused with colours that pop a la Andy Warhol gone desi, a digital design sensibility that is Indian yet clean and Zen-like, and an interplay of Osho-like flow with a sexy fit and form, her design sensibility can best be placed in the maverick, pop genre, except that she also lends it an Indian luxe appeal, making it possible to wear a Masaba to a bright mehendi ceremony, as well as to a chic evening spent in a lounge bar. Her strength lies in the seamless way in which she blends digital designs with weaves, embroideries, and embellishments. And her reverence towards India is bright and beautiful, with a bit of the Caribbean coming in too.

There are designers and there are designers and, then, there is Masaba Gupta, a 'young thing' in a gracefully-ageing world of Indian couture, who, even in her formative years, has landed so many cross promotions and endorsements. Brands seem to simply queue up to entwine their brand story with hers, finding resonance in the way she uses her very popular social media handles. From Lakme, Tanishq and Nykaa to Puma and Kurkure, Masaba sizzles in each endorsement with her own vibrant personality.

A power woman, a feminist with a strong voice, and an individual who lives by her own rules, Masaba is greatly influenced by her mother >



ILLISA EYELET BUSTIER, ₹4,999, AND RHEA LEATHER PANTS, ₹6,950,





66 I FOCUSED ON BEING AFFORDABLE, BECAUSE WHAT'S THE POINT IF EVERYONE WANTS A PIECE OF YOU BUT THEY CAN'T HAVE IT? 99

Neena. The mother-daughter duo shares a sense of camaraderie that is quite precious, one that became the subject of a soap on Netflix, making Masaba possibly the first designer whose life story was worthy of a real-life script.

Bright but not brazen, vocal but not provocative, festive but not classic, Indian yet an international citizen, Masaba has truly held the flag of *desi* design sky high. And this is just a start to a great life.

In my mind, there is Masaba Gupta who is a designer, an influencer, and now an actor. Which Masaba do you connect with the most?

I have to say that there is a fourth Masaba. When I'm at home in my comfort zone, with my family and loved ones, that is the Masaba I identify with the most. I always say that I have different versions and different ways of presenting myself, whether it's when I am a designer, an actor, or an influencer. Fashion is also something I truly identify myself with because it's my baby. I started off as a designer, and it will always be a big part of who I am.

Your designs are unique, quirky, fun, and young. When you started off as a designer, there were all kinds of designers in the industry already. What did you have in mind in terms of what you wanted to design and for whom? When I started off, I remember design and designer wear used to be aspirational to the extent that we felt intimidated by it. It was reserved for big events, and you would only enter a designer showroom for a special occasion. Years ago, I was an usher at Lakmé Fashion Week; I was in charge of seating people and I remember watching the shows and not feeling a connection with the clothes. I felt like it was all very far away from me. I didn't feel like I wanted to be a part of this universe. I wondered why someone wouldn't show a plain white shirt or a well-fitted pair of pants on the runway; why did everything have to be over the top? I knew that there was a gap in the market when it came to designer wear becoming everyday wear, and, for me, it became very clear that, if I did design and have my own label, I would do ready-to-wear, and it would be affordable. Something that was not seasonal and transcended easily, and that could be worn anytime and anywhere in the world. I was focused on being affordable, because what's the point if everyone wants a piece of you but they can't have it? That was my single intention when I started my label, and I guess it has served me well.

You have broken the mould; you believe that designer wear can be fun, and doesn't have to be limited to special occasions. You have redefined designer wear...

Yes, absolutely. I think the youth of this country has long felt detached from designer wear, because it was always something you had to save up for, and, then, one day, you would be able to afford that one *lehenga*. I didn't want fashion to be just about that;

Your connect with youth is immense, whether it's on your Instagram or your brand. Why do you think you connect with young people so well?

I've been told this, and I hope it's true, that this is because I'm very honest in my communication. I use my social media as a tool to talk to youngsters out there, talk to them in a very unfiltered, casual manner, and that's how I think they probably connect with

66 I'M VERY HONEST IN MY COMMUNICATION. I USE MY SOCIAL MEDIA AS A TOOL TO TALK TO YOUNGSTERS IN A VERY UNFILTERED, CASUAL MANNER. 99



me so well. I've been written about for so many years because of my parents, so I think everyone has kind of seen me grow up. But, most importantly, I never go out with the idea that my consumer's a fool. I think that's very important. I understand that my consumers are very smart, and they deserve good products. That's something I think people see in me. My clothes are playful, but I also have this shy personality while having this reputation for being playful as well; that's probably why they connect with me.

Your journey has been inspirational, and you have so much to say and share. You have created a brand out of yourself. Tell us a bit about this packaging and marketing of the House Of Masaba and Masaba Gupta.

I always like to say that House of Masaba and Masaba Gupta are two very different people. I prefer it that way. I feel that a brand should float on its own and shouldn't be tied to one person or an idea. It should be fluid and, as much as I am a spokesperson for it, I think that it's something that I want to have function as an independent entity. I think, with House of Masaba, it has been a very interesting journey because we were a brand built on social media, and whatever we have built is because people have really supported it. Marketing, to me, is a whole lot of things working together for you at the same time, be it luck or having celebrities who people identify with wear your clothes, or even making a certain kind of design or an aesthetic popular at a time when people really need it. I think we've been very lucky with House of Masaba's marketing. We don't spend money on marketing; we just work on creating organic, fun campaigns and have real women in them. That's how House of Masaba became a household story for everybody. I treat House of Masaba as a rocket launcher as it's just one of the things that I've taken off from, and I think it's actually catapulted me into a completely different universe. I don't think Masaba Masaba would have even happened if it weren't for the brand's popularity, and I don't think House of Masaba would have been where it has been because of who I have built myself to be as well. The beauty of it is that they both feed off each other.

Your clothes are all about being comfortable. How did the idea of body positivity come about at a time when fashion was all about being perfect?

Body positivity to me means not being judgemental. I think women are very judgemental >

about other women's bodies; we can be jealous of someone who has a six pack, or a woman who has just given birth and has got back into shape. We judge women who can't shed pregnancy weight, or just a person with scars. I think body positivity, for me, is about first accepting yourself because, if you don't love yourself and accept yourself the way you are, you won't have room to do that for other people. We are not trying to use body positivity as a gimmick with the idea of using bigger models and even the idea of using

66 YOUNG GIRLS IN INDIA PREFER A GOWN OVERA SARI, WHICH I FEEL IS BIZARRE GIVEN THAT A SARI IS A VERY SENSUAL GARMENT MADE FOR AN INDIAN WOMAN'S BODY. 99



dark-skinned girls everywhere. This shouldn't be a marketing trick but rather a serious change in the way we think, and that, to me, is body positivity. Everyone should have their moment in the sun.

I think I got so tired of not feeling good about fashion, about feeling like you needed to be a particular size and height to enjoy wearing clothes. Sample sizes were always so small, and I got tired of that because I am a curvy girl, and I have my mom in my house who's been an active part of the label. I remember her telling me that women have tummies and, sometimes, they have arms, thighs and hips, so you need to design clothes keeping real people in mind. Having said that, people today think that models aren't real people, and I want to say that they are also real people, some who just happen to be skinny and some more on the curvier side, and I truly think that everybody is beautiful. That's when we started using plus size girls in campaigns, even women in their 60s and 70s who were in modern, ready-to-wear designs instead of just saris. I also wanted to include younger girls in saris, as young girls in India prefer a gown over a sari, which I feel is bizarre given that a sari is a very sensual garment that is classy and made for an Indian woman's body.

You are one of the few designers who has worked on a number of tie-ups beyond your label, and with all the top brands. How did this come about?

I've figured that brands like Titan Raaga come to me to reach out to a whole new set of consumers that they probably haven't tapped into yet, or they want to capture that generation's eyeballs. All these brands are institutions in their own way, and they have a very loyal consumer base, but how do you get the next lot that's now making its own money and has its own taste? I think it's a perfect marriage that brands piggyback on my connect with youth, and I piggyback on their experience; it's absolutely the best way of doing something.

Today, you are a very established name in the fashion industry. What advice would you give somebody entering the fashion industry?

First, don't try to be a part of any industry; I think it corrupts you trying to keep up with people trying to be part of a rat race. I know that's easier said than done; I tried it myself for the first two to three years, but it's exhausting and really takes you away from the focus. The focus should always be creating a good product. Quality over quantity, something that finds its place in people's homes and their wardrobes for >

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THE BIG STORY

life. It's vital to have strong business acumen or hire someone who does, because, a lot of times, we see brands fail because there's one creative person trying to do everything. As a creative person, our bandwidth is very limited. We can't do everything; we have to preserve our mind, our creative souls to create, so don't try to do everything. Running a brand is a lot of work, so delegate, hire good people, trust good people, and learn how to share responsibility. I tried to do things myself for the first five years, and I failed miserably at it. I don't have a good grip on finance, but I have enough people taking care of that for me, so I think it's very important to understand what your strength is and not be apologetic for your weaknesses. I've learnt it's not my job to chase numbers; my job is to chase my art. So please chase your art and let somebody else chase the numbers.

Tell us about the show; everyone has watched *Masaba Masaba* and loved it! How did it come about and what are your thoughts on making it?

I was so excited! On the sets, I couldn't have been happier; I was living my dream. I remember wanting to act when I was 14. Watching my mom act and being in the vanity vans on set, I was struck by the glamour of it. Then my mom told me not to act, because she said I would be stereotyped, and I was okay with that because the time wasn't right. The show's producer, Ashvini Yardi, came to me and said that she loves my Instagram and that it's so much fun that we could make a show out of it. I thought that it would be a reality show, so I asked if I would have cameras following me around; that wasn't something I would do, because I really like being private in my own way. Luckily, she said no, and came up with this great idea of making it into a 'mockumentary', a mix of fiction and reality where I would be playing myself and everyone else is cast inspired by a real-life person. I think that was pathbreaking for Indian platforms, and I just wanted to do something different. Design was something I knew and understood, and I really wanted to push myself to try something new.

66 THIS HAS BEEN A STRANGE YEAR, A YEAR OF SURVIVAL FOR US ALL, SO I THINK THE IDEA IS TO JUST COME OUT OF IT ALIVE. 99



What's next for the girl who's been an actor, a designer, an influencer and a brand in herself?

This has been a strange year, a year of survival for us all, so I think the idea is to just come out of it alive. I'm taking it a bit easy for the next few months because I've been a bit up and down with my health. But we are doing a lot of fun stuff in the House of Masaba, we have new makeup coming up with Nykaa, and I'm really enjoying this period. I'm reading a lot of stuff, a lot of scripts. It's nice because I get to be two different people. I put on my entrepreneur hat, then I take it off and become like this struggling actress. It's hard work, but I really enjoy it, it's a lot of fun.

Is there a movie in the offing? Not yet, but, hopefully, next year.

EALLABOUT YOU

ARE YOU LOAN-LY?
Requirements while applying for a student loan in India



Loan Financing

5% self-financing for domestic courses 15% self-financing for international courses



Collateral Requirements

Upto ₹4 lakhs - no collateral required ₹4 lakh to ₹7.5 lakh – third-party guarantee required Above ₹7.5 lakh - collateral required



Interest Rates

6.60% to 15.20% depending on the bank



Repayment

Interest rate to be charged immediately. Repayment starts once the course is completed.

Relaxation provided for six months, in some cases. Repayment period - Generally between five and seven years.

ALL ABOUT EDUCATION LOANS

The pandemic posed an issue with the securing and repayment of education loans. **Navneet Dubey** suggests ways you can apply for a student loan or repay one

Feature courtesy ET Wealth



coronavirus pandemic has hit just about everyone in some way or the other. People have suffered pay cuts, many have been furloughed, and countless more left unemployed. This has happened because the bottom lines of many companies have taken a beating since March this year. Due to this, household incomes have been thrown into disarray, which has especially affected those repaying loans. All kinds of borrowers are in trouble now. For students and recent graduates, repayment of education loans has become a problem, because hiring has almost come to a standstill. If you are finding it difficult to manage the repayment of your education loan, here is what you should do.

FOR EXISTING EDUCATION LOAN BORROWERS

If you're someone who is already servicing an education loan, and are now finding it difficult to repay it, the first thing you should do is contact your lender, and ask them if your loan can be restructured. In August 2020, the Reserve Bank of India (RBI) allowed a one-time restructuring of loans without classifying them as Non-Performing >

MANY BANKS
OR FINANCIAL
INSTITUTIONS
DO NOT ASK FOR
COLLATERAL
UNLESS YOUR
EDUCATION
LOAN AMOUNT
IS VERY HIGH.

Assets (NPAs) to help companies and individuals manage the financial stress caused by the COVID-19 pandemic.

As per the guidelines issued by the RBI, the resolution plan for personal loans (which includes education loans as per the apex bank's classification) might include conversion of any interest accrued/to be accrued into credit facility, rescheduling of payments, and granting of a moratorium for maximum two years, based on the borrower's income stream assessment. The RBI has allowed lenders to modify the overall tenure of loan restructured accordingly. As these are a part of a broader restructuring framework set by the RBI, existing loan borrowers will have to wait for their lenders to announce detailed guidelines on the restructuring of loans.

For instance, the State Bank of India (SBI) has launched an online portal for smooth and hassle-



free implementation of restructuring of retail loans, such as home loans, auto loans, etc. Using the portal, borrowers have the option of requesting a moratorium of one to 24 months and an extension of their loan term. Gaurav Aggarwal, director, Unsecured Loans, Paisabazaar.com, says, "The decision to choose from the loan restructuring options should be based on borrowers' repayment capacity, and the additional interest cost incurred due to restructuring. Those expecting their cash flows to get restored within a few months should opt for the rescheduling

of payments, while those expecting income disruption to continue for a longer period should opt for the loan moratorium if offered."

FOR NEW EDUCATION LOAN BORROWERS

Go for a collateral loan
Most banks allow students to take education loans without collateral.
However, you must know that opting for a secured loan with collateral can be a cheaper option. Pranjal Kamra, CEO, Finology, a Raipur-based Fintech firm, says, "Many banks

or financial institutions do not ask for collateral unless your education loan amount is very high. An education loan with collateral offers a lower interest rate compared to unsecured loans, as the lender is not exposed to a high risk of default by the borrower. So, if you own any assets like land, property or fixed deposits, you can use these as collateral to apply for an education loan."

Pay interest during moratorium
Equated monthly instalments (EMIs) of education loans do not start immediately after the loan is disbursed.
The borrower can start >





the loan repayment after the completion of the course or when he or she starts earning. This grace period is called a moratorium. Though the borrower is not required to pay the EMIs during the moratorium period, the lender charges interest (simple interest), which is added to the principal amount. Kamra says, "Some banks might offer concessions—usually one per cent—on the overall interest rate, if the borrower chooses to pay the interest amount during the moratorium period. Thus, it is advisable to pay the interest portion of the loan during the

NORMALLY, UNSECURED EDUCATION LOANS ARE AVAILABLE **FOR A PERIOD OF UP TO EIGHT YEARS.**

moratorium period to reduce the cost of repayment."

See if you are eligible for loan subsidy schemes
The Central government as well as various state governments offer subsidy schemes to make educational loans more affordable. Adhil Shetty, CEO, BankBazaar.com, says, "For instance, the Ministry of Education offers subsidies to

students belonging to the Economically Weaker Section (EWS) category. The eligibility criteria requires that the student's family's gross annual income not exceed ₹4.5 lakh. The interest accrued on the loan during the course plus one-year moratorium will be paid by the Government of India."

Form a sensible repayment strategy Normally, unsecured education loans are available for a period of up to eight years. On the other hand, secured education loans are available for a tenure of up to 10 years, and more. "Secured education loans are available for longer tenures—up to 10 years for loans up to ₹7.5 lakh, and 15 years for a loan amount above ₹7.5 lakh. Though a longer tenure reduces the monthly EMI amount, it increases the overall repayment cost. Thus, it is always suggested that you go for a shorter tenure. Also, the prepayment of an education loan does not carry any penalty, so you can repay the outstanding loan amount to save on the interest cost," said Kamra.

Know that lenders might offer concessional rates for women Often, lenders do offer concessional rates for those women studying in premier institutions. Shetty says, "Many lenders offer concessional rates to women. They also reserve their lowest rates for students going to premier institutions such as IITs and IIMs, or universities of national importance. The eligibility varies from one lender to another."

Although times have been rough financially, you can still look to secure an education loan, provided you are aware of the factors that should be looked at, like loan term, interest rates, and repayment modes.



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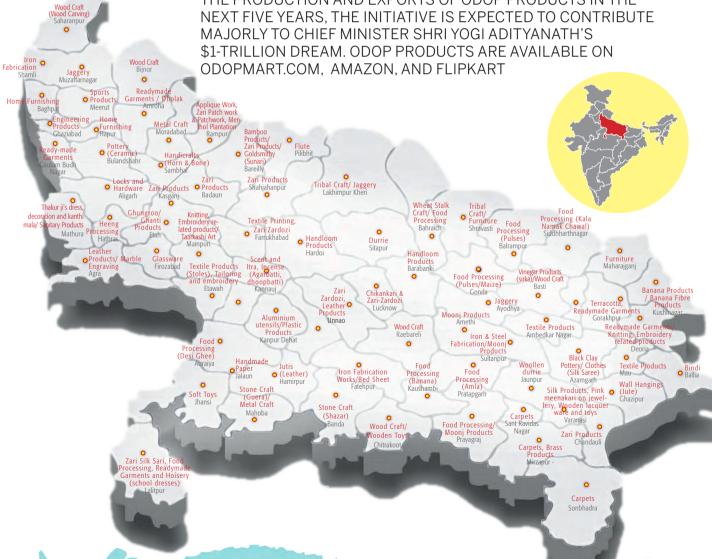
FEMINA SPECIAL

ONEDISTRICT



DIVERSIFYING CRAFTS, UNIFYING PROGRESS

ONE OF THE MOST AMBITIOUS PROJECTS UNDERTAKEN BY THE UTTAR PRADESH GOVERNMENT, 'ONE DISTRICT, ONE PRODUCT' (ODOP) INITIATIVE WAS LAUNCHED ON JANUARY 24, 2018, WITH THE AIM TO PRESERVE, DEVELOP AND PROMOTE ART, CRAFT AND TRADITIONAL SKILLS OF COMMUNITIES ACROSS THE STATE. THE PROGRAMME ALSO INTENDS TO INCREASE EMPLOYMENT AND PREVENT MIGRATION OF LABOURERS. WITH PLANS TO DOUBLE THE PRODUCTION AND EXPORTS OF ODOP PRODUCTS IN THE NEXT FIVE YEARS, THE INITIATIVE IS EXPECTED TO CONTRIBUTE MAJORLY TO CHIEF MINISTER SHRI YOGI ADITYANATH'S \$1-TRILLION DREAM. ODOP PRODUCTS ARE AVAILABLE ON



ONE PRODUCT

n a state like Uttar Pradesh, which has a geographical expanse of 2,40,928 sq km and a population of 204.2 million people, there cannot but be great diversity in all facets of life, whether in terrain, crops, foods, and climates, all of which give rise to varied community traditions and economic pursuits, and thus, miscellaneous beautiful crafts and industries. From unique offerings like the nutritious *kala namak* rice and wheat stalk crafts to globally-acclaimed arts like *chikankari* and *zari-zardozi* work, even small towns and districts in Uttar Pradesh are known for interesting products typical of that area. The state government's 'One District, One Product' (ODOP) initiative is all set to encourage these indigenous and specialised products and crafts by finding new audiences for these products, thus aiding scores of artisans and MSMEs involved in the making of these products.

Let's take a look at what makes the ODOP scheme click and how it is revolutionising Uttar Pradesh's handicrafts industry.

ACHIEVEMENTS:

- 13 ODOP Common Facility Centres (CFC) are under implementation.
- 22 CFC projects are at various stages of approval.
- 15 ODOP products have been awarded the GI tag; 10 new products are under consideration
- 41,000 ODOP artisans have been trained; 40,000 toolkits distributed.
- 20,000 ODOP products are being sold online on e-commerce platform odopmart.com
- 9 ODOP summits, 75 ODOP meets have been conducted, one across each district of the state; ODOP products have been showcased at Surajkund, Dilli Haat, and the Statue of Unity

With a single-point focus on reviving the state's economy, the Uttar Pradesh government has facilitated working capital loans to the tune of Rs 26,000 crore to almost a million MSMEs in the post-lockdown period. It has also facilitated loans worth Rs 15,000 crore under the ODOP scheme over the past three years, benefitting more than 3,000 enterprises/ self-help groups. An ODOP Museum will also be set up in Lucknow to showcase traditional handicrafts and indigenous products of the state. Dedicated retail stores are also proposed to be set up across the state in collaboration with private players under the public private partnership (PPP) model. The government is also drafting an action plan to promote ODOP products in foreign countries through exhibitions, displays, and branding.

66

UP has 75 districts and each district has its unique product which can be showcased to the world. By promoting the ODOP programme, local artisans and small entrepreneurs will get better opportunities. This is the first time in India that this kind of a virtual ODOP exhibition has been organised where buyers from 35 countries have joined, making it a global meet. Siddhartha Nath Singh

Cabinet Minister: MSME, Investment & export, Textile, Khadi & Gram Udyog and Govt Spokesperson



We are delighted to partner with the UP government to leverage the power of technology and innovation through e-commerce and enable artisans and craftsmen to realise their full potential. The rich art and handicrafts of UP will now be available to our more than 250 million consumers across India.

Raineesh Kumar

Chief Corporate Affairs Officer Flipkart Group

WHAT IS ODOP?

Under the 'One District, One Product' initiative, all 75 districts of Uttar Pradesh have been assigned a product that has a significant competitive advantage in manufacturing. Many of these products are GI-tagged, which means they are certified as being specific to that region in the state. Many of these community traditions are being revived through modernisation and publicisation.

Unlike any other government scheme, ODOP caters to the entire ecosystem of the product—from the raw materials supplier to the artisan to the trader or exporter, and to the retailer. ODOP doesn't compete with other government schemes but dovetails with them to derive maximum benefits for the beneficiaries. The initiative also fills in gaps in the ODOP products ecosystem and supports ideas for ODOP artisans.

WHAT ARE THE OBJECTIVES OF ODOP?

- Preservation and development of local crafts or skills and promotion of the art.
- Increase in incomes and local employment, resulting in a decline in migration for employment.
- Improvement in product quality and skill development.
- Transforming products in an artistic way, through packaging, branding, etc.
- To connect production with tourism through live demo and sales outlets for gifts and souvenirs.
- To resolve issues of economic difference and regional imbalance.
- To take the concept of ODOP to the national and international level after successful implementation at the state level.



Amazon India through its
'Kala Haat' programme will
help traditional industries,
synonymous with respective
districts of the state, to leverage
ecommerce to scale and access
the Indian market. A wide range
of benefits will be offered to
300 MSME sellers registered
under the ODOP scheme.
Gopal Pillai

Director & GM, Seller Services, Amazon India



"THE ODOP SCHEME WILL HELP
IN THE UPLIFTMENT OF THE ARTS
AND UNIQUE HANDICRAFTS OF
UTTAR PRADESH, AND PROVIDE
EMPLOYMENT TO SCORES OF
SKILLED CRAFTSMEN. I HOPE
IT CAN BRING ABOUT ALL-ROUND
DEVELOPMENT IN THE
MSME SECTOR AND TAKE THE
STATE'S WORKS OF ART ACROSS
THE GLOBE."

- SHRI NARENDRA MODI, PRIME MINISTER, INDIA



"UTTAR PRADESH IS A LAND OF POTENTIAL. WE WILL ENSURE THAT, THROUGH THE VIRTUAL EXHIBITION, THE PRODUCTS GET AN EASY MARKET GLOBALLY AND THE PRODUCERS GET THE RIGHT PRICE FOR IT. THE CENTRE, TOO, HAS LAUNCHED THE ODOP PROGRAMME IN OTHER STATES TO PROMOTE THEIR UNIQUE PRODUCTS."

- SHRI YOGI ADITYANATH,
CHIEF MINISTER, UTTAR PRADESH
WHILE INAUGURATING THE VIRTUAL
FAIR FOR ODOP PRODUCTS

YOU MIGHT ALREADY OWN OR USE A PRODUCT INDIGENOUS TO UTTAR PRADESH WITHOUT KNOWING IT. LIKE THE DIVERSITY OF ITS PEOPLE, CLIMATES, FAITHS AND CULTURES, THE DIVERSITY OF PRODUCTS AND CRAFTS OF THIS STATE IS BREATHTAKING. EMBARK ON THIS JOURNEY OF EXPLORATION AND TRAVEL ACROSS UP'S 75 DISTRICTS TO KNOW WHAT PRODUCTS THEY ARE KNOWN FOR!







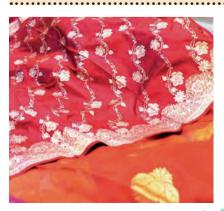
BINDI BALLIA

The bindi or tikuli is a quintessentially Indian product, worn with pride by both married and unmarried women. Traditionally, women used to apply a dot of kumkum or sindoor to the centre of the forehead with their finger. In modern times, women have taken to wearing adhesive bindis with a soft, felt front—a convenient replacement for the kumkum dot. Bindis come in different shapes, colours and/ or shiny embellishments. Maniyar block of Ballia district in Uttar Pradesh has a number of bindi-making cottage industries that have been operating for several years. The product is traded locally as well as in different parts of the country.



BANANA FIBRE PRODUCTS KUSHINAGAR

Inexpensive and a rich source of nutrition, bananas make for a cheap food that can fill a hungry stomach when nothing else is available. While widely cultivated across India and available almost everywhere in the country, the stem of this plant is mostly discarded once the ripe fruit has been plucked. Interestingly, the banana stem, along with other parts of the plant, can be used to extract fibre that can then be used to make threads, carry bags, filaments, and organic compost. Kushinagar district in eastern Uttar Pradesh is famous as a tourism hub as this is where the Buddha is said to have attained *mahaparinirvana*, but the other promising attraction here is the steadily-growing eco-friendly banana fibre industry owing to the abundant cultivation of bananas here.



SILK, PINK MEENAKARI JEWELLERY, WOODEN LACQUER WARE AND TOYS

VARANASI

In keeping with the name of the holy city of Varanasi, the elegant Banarasi silk sari is a symbol of grandeur and nobility. Varanasi silk is in great demand, also used for home furnishings and utility products. There are references to silk and brocade manufacturing in Varanasi in ancient Hindu texts, but the work today also reflects the artistic traditions that the Mughals brought to India, with Persian motifs beautifully mingling with older, traditional designs on heirloom saris. Banarasi silk saris can be made of pure silk, or be a mix of silk and organza or georgette. Other types of Banarasi saris include *meenakari*, *zardozi*, *jamawar*, *jamdani*, Banarasi net, and cotton. Traditional brocade designs often depict jasmines, marigolds, betel nut leaves, and the corner motif with a mango flower. Varanasi is also known for pink *meenakari* jewellery and wooden lacquer ware and toys.

BLACK CLAY POTTERY

AZAMGARH

The art of pottery has transformed over the centuries, being influenced by various cultures and dynasties. One such evolution of clay craft is the black pottery of Azamgarh, its name coming from the unique black colour and distinctive texture of the pieces, made using a special type of soil. Black pottery is specific to the Nizamabad area of Azamgarh district, which is situated on the banks of the Tamsa River in eastern Uttar Pradesh. Potters from Gujarat were given land for housing here and were tasked with making pots for pouring and holding water for ladies' baths. Gradually, the pots took shapes influenced by Muslim styles, and the decorative silver inlay was inspired by the *bidri* metal work of Hyderabad. Today, around 200 artisans make both decorative and utilitarian items of black pottery like vases, utensils, etc.



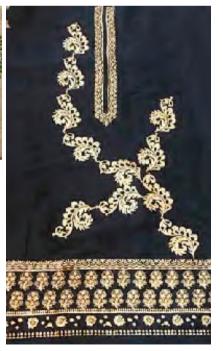


BRASSWARE CRAFT SANT KABIR NAGAR

Metalwork is one of the most ancient crafts, with UP boasting several different types of metal ware typical to certain areas in the state. One of these legacy crafts is the brassware craft of Bakhira village in Sant Kabir Nagar, a district named for its historical association with Sant Kabir Das. Artisans engaged in Bakhira brassware craft make artistic utensils and display pieces like bowls, plates, glasses, vessels, jugs, vases, bells, and more. These artisans have suffered due to dwindling demand, but the industry is now being revived. Sant Kabir Nagar is known for its hosiery products too.







TEXTILE PRINTING, ZARI-ZARDOZI FARRUKHABAD

The block-printed textiles of this city are famous not only in India, but also in the US. Brazil, and several other Asian and **European countries. Common motifs like** butis or dots, mango shapes and the Tree of Life are printed on fabric using wooden blocks. Earlier, sheesham, mango, or ebony wood blocks used to be popular, which have now been largely replaced by brass printing blocks. While the industry received a jolt when royal patronage dwindled and the cloth mills came up, mechanising pattern printing, the community craft that has been practised for generations by Farrukhabad's Sadh community is now being revived. Lucknow is another place where you can see block printing being done on textiles.



CARPETS BHADOHI, MIRZAPUR, SONBHADRA

Carpet-making is a craft that is said to have come to this region with the Mughals; it began to flourish as an industry after colonial rule. Different areas are known for different kinds of carpet weaving, and the weavers of the Mirzapur-Bhadohi region are renowned for weaving carpets of any design, including in the style of the old Persian ones that are in great demand. Bhadohi district is globally known for producing and exporting carpets with distinctive designs, being home to one of the largest hand-knotted carpet weaving



industry hubs in South Asia. There are approximately 63,000 artisans in the district associated with this work, with the total number of looms being over a lakh, and over 500 export units. Mirzapur and Sonbhadra in eastern UP are also known for different kinds of carpets.

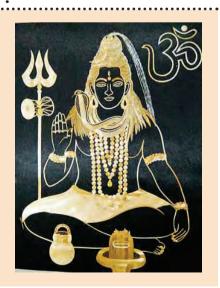


CHIKANKARI, ZARI-ZARDOSI LUCKNOW

Lucknow, the capital of UP, is the centre of countless arts and crafts. Arguably one of the most famous products of the state, chikankari, along with zari-zardozi, is registered as a product with GI, or Geographical Indication, assigned by World Intellectual Property Organisation (WIPO), which means it is associated specifically with this particular region. Chikankari originated in Lucknow and spread to Barabanki, Sitapur, Hardoi, Prayagraj, and Unnao. The name of this delicate embroidery is derived from the Persian word 'chikan', meaning drapery. Designs are first printed on fabric using wooden blocks, then the fabric is cut into shape, followed by pre-embroidery stitching. The design is painted on the garment, then embroidered using fine needles. There are a variety of stitches-flat stitch, embossed stitch, and open frills like ulti bakhia, seedhi bakhia, khatam, khatani, etc.

WHEAT STALK CRAFT, FOOD PROCESSING BAHRAICH

Among the unique indigenous crafts of Uttar Pradesh are wheat stalk handicraft products. These are a specialty of Bahraich, an agricultural district with wheat as a primary crop, making wheat stalks abundantly available to artists. There are families of craftspersons in this area that have been making wheat stalk handicrafts, or *gehu ke danthal ki kalakritiyan*, for generations, and, even today, have involved their families in their work. To make these unique items, the shape of the object is created on a cloth frame using stalks of wheat. These products become brighter with time. Iconic buildings like the Lal Qila, the Taj Mahal, the Parliament and the Akshardham Temple, images of several deities and many other intricate objects have been created by award-winning artists. Three craftsmen from Bahraich have also been honoured with the state award for this craft.



DURRIES AND CARPETSJAUNPUR, SITAPUR

Jaunpur, in eastern Uttar Pradesh, is known for its woollen carpets or durries (also called dhurries) using traditional techniques. This age-old craft that has been practised for centuries in the region adjacent to the Madhiyah tehsil of the district. The products made here are sold domestically and exported, providing employment to many. The district of Sitapur is known especially for cotton and woollen durries featuring artistic designs, especially carpets with block geometric patterns on a maroon background. Jaunpur was a major centre of learning and of Sufism, especially during the Sharqi period, while the idyllic Sitapur district has many sites important in Hindu mythology.







DECORATIVE PRODUCTSDEORIA

Apart from food and beverage processing and textiles, Deoria district is famous for knitting and embroidery work on home furnishings and other decorative items such as chandeliers, skirting, curtains, etc. These products are sold in local markets and are also exported to neighbouring Bihar and other parts of the country. Deoria is one of the easternmost districts of Uttar Pradesh, bordered by Bihar. It is also one of the oldest districts in the state; its historical significance lies in the remains and artefacts of ancient civilizations found here and it's mythologically important because of its association with events in the Ramayana.

ENGINEERING GOODSGHAZIABAD

Ghaziabad, also called the Industrial City, is known for the many engineering industries in the district. Units manufacturing automobile spare parts, machinery parts, lifts, and furnishings flourish here, as do several sugar mills. Local traders say that, for buyers from neighbouring countries in the subcontinent, this region was the preferred destination for engines of all types, becoming famous for the manufacture and export of machinery parts and machines. Rolls, gears, shafts, steel tubes, etc., are also manufactured in the various forging units here. Before the local engineering parts industry was hit by a slump, the region was also preferred for its silent generators. Ghaziabad district is a largely suburban one, and the eponymous city is often described as the 'Gateway to Uttar Pradesh', given its proximity to Delhi.





FOOD PROCESSING (AMLA) PRATAPGARH

This district is known for its fruit cultivation and food processing units. One of Pratapgarh's primary products is amla, or the Indian gooseberry, though guavas and mangoes are also grown here. The many food processing units in Pratapgarh utilise its fruit crops to the fullest, producing murabbas, pickles, iams, jellies, ladoos, candy, powder, iuice and such items. Several small and medium enterprises, employing thousands of people directly or indirectly, are operational in this area. Apart from this, Pratapgarh is home to quite a few sons and daughters of the soil that have made their name in films and politics.





FLUTE PILIBHIT

The district of Pilibhit is so famous for its flutes, both in India and abroad, that it is known as Bansuri Nagari. In fact, it is the only district in the country known for the production of the flute; according to some assessments, Pilibhit produces and exports roughly 95 per cent of the flutes in the country. The word 'bansuri' comes from the word 'bans', or bamboo, and Pilibhit has a community of hereditary flute craftspersons who have been making professional and amateur flutes for at least 150 years, and are experts at the placement of the holes in the bamboo reed. That being said, the industry needs a revival in the face of competition from cheaper imports.



FOOD PROCESSING (BANANA) KAUSHAMBI

This district is among the biggest banana cultivation centres in Uttar Pradesh, which is why it's no surprise that associated industries processing bananas flourish here. The many food-processing units in Kaushambi produce a variety of items, including chips, beauty products, toiletries, etc., all made using bananas. These units provide direct and indirect employment to a large number of people. Kaushambi district, located east of central Uttar Pradesh, is said to be named after the kusamba trees here, and thought to be an important area through several dynasties, as there are ruins here marking the site of an ancient city. Kaushambi was decidedly an important centre during the Buddha's time.



FOOD PROCESSING (PULSES) BALRAMPUR, GONDA

Like the Kala namak chawal of Siddharthnagar, lentils are indigenous to the lowland region of Balrampur district. Five different types of small lentil varieties are cultivated here, which supports the farmers as these are cash crops. These high-quality lentils are sold in other parts of Uttar Pradesh, as well as in Bengal and Assam. Balrampur is among the northern border districts of the state, and was historically part of the Awadh regions. It has both religious and historical significance for Hindus and Buddhists. The neighbouring district, Gonda, is also known for the cultivation of these indigenous lentils. Apart from mythological significance due to its association with the Ramayana, Sravasti town in Gonda is important to Buddhist tourists.



FOOD PROCESSING (DESI GHEE) AURAIYA

Animal husbandry is a major means of livelihood in Auraiya, and, thus, this district is a big producer of pure desi ghee. Located in the southern part of the state, Auraiya also produces wheat, which is exported to other states, but ghee has been the main trading commodity of this region since before modern times. Though ghee gained much notoriety as a high-calorie fatty substance, its benefits are being acknowledged again now, and pure desi ghee is making a comeback to our tables and even in dieticians' prescriptions. Additionally, Auraiya's furniture industry supports people in nearby districts with ample employment opportunities.



FOOD PROCESSING (KALA NAMAK CHAWAL) SIDDHARTHNAGAR

Although not as well-known as basmati, *kala namak* rice is one of the finest rice varieties in India, packed with nutrition and aroma. This variety gets its name from its dark husk, and has been in cultivation at least since the time of the Buddha, as indicated by the discovery of fossilised grains in the village of Aligarhwa in Siddharthnagar district. This place is believed to be the site of a part of Kapilvastu, the capital of the kingdom of Buddha's father, King Suddhodhana. The British tried to conserve this aromatic rice, which is typical only to this region, and exported it to Britain, even getting into a trade war with Gujarati traders. But, after independence, the bazaar diminished and the production of this local rice dwindled. *Kala namak chawal* has been granted the GI tag with a specific area in Siddharthnagar district identified for its cultivation. The district has several hybrid calcareous rice yields, and has over 45 units operating in the rice industry here.



FURNITUREMAHARAJGANJ

Maharajganj has a large forest cover, and, as such, enough raw material for a thriving furniture industry. Various items of furniture like chairs, doors, beds, sofas, tables, dining tables, dressing tables, and more are produced here. These items are traditionally made by skilled craftspersons. Using new technology and methods, the quality of the furniture has been improved, and production augmented, to meet the demand within the district as well as in other regions. Maharajganj is one of the northeastern border districts of Uttar Pradesh, and, being associated with the events of both the Ramayana and Mahabharata, has great historical significance. Historians believe research and excavations will reveal it to be an important Buddhist centre as well.

GHUNGROO/ GHANTI PRODUCTS ETAH

The historic town of Jalesar in the district of Etah was once the capital of Magadha king Jarasandha. Etah is mainly known for its brass bells or *ghungroo ghanti*. Apart from brass, these bells are made using mud and white powder, all of which are available in abundance in the area.





GLASSWARE FIROZABAD

A large community of nearly 20,000 artisans in Firozabad is engaged in the manufacture of glassware, making this western UP district famous for its glass industry. The city itself is an old one, and has many ancient temples. Historical records and anecdotes show that it changed hands between the Mughals, the Marathas and the British, thus having a rich history. The traditional craft here is the making of glass bangles, which is why the city is also called Suhag Nagari. However, the artisans have diversified into other kinds of glass craft as well. Using a technique called mouth blowing, craftsmen make beautiful products like lanterns, Christmas trees, kitchenware, and various decorative items. Purdil Nagar in Hathras district and Banaras are also known for glass beads and glass tikulis, fine pieces of thin glass.



HANDMADE PAPER JALAUN

Jalaun district in south-central Uttar Pradesh lies in the level plains of Bundelkhand, surrounded by the Yamuna and its tributaries, and, hence, agriculture is the primary occupation here. But it is also a major paper production centre, with Kalpi, or Kalpinagar, being especially known for the craft of making handmade paper from junk paper and cloth strings. This paper is used to make a variety of other products such as office files, carry bags, absorption papers, visiting cards, and more. This small industry has seen a setback, but the unique handmade paper, if produced in the right quantity and quality, can be a major item of export for this district. The state government is keen to push this industry, improving the quality of production using modern technology and methods.



HANDICRAFTS (HORN AND BONE) SAMBHAL

Sambhal, an important urban centre in the medieval period, is located in western Uttar Pradesh, about 100 kilometres from Delhi. The artisans in this district practise an unusual but intriguing craft, that of making curios out of horns and bones. Lamps, pen holders, jewellery boxes, vases, photo frames, hair clips, sticks, etc., are just some of the products made by Sambhal artisans. The craft is an evolution of the ivory trade. Ivory carving, one of India's more popular exported crafts, has been long banned owing to the harm caused to elephant populations. In Sambhal, the horns and bones used for carving now are sourced from dead animals, making this an environment-friendly trade. The craft pieces resemble those made of ivory quite closely, since they are whitened and finished. Sambhal's horn and bone products are popular all over the world.

HANDLOOM HARDOI

A large number of weavers in this district earns their livelihood by weaving cloth for everyday use. There are over 2.000 weaver households in the district, with and without looms, producing everything from loincloths and gamchas to shirts and more. Some craftspersons are also engaged in making more intricate products, doing zari, kamdani and marori work on cloth. Weavers in the Mallawa region manufacture products worth Rs. 70 crore each year. This sector provides employment to approximately 5,000 weavers. Hardoi district is located in central Uttar Pradesh, near the state capital Lucknow, and includes a national protected area in the Sandi Bird Sanctuary. The annual Hardoi Mahotsav, organised for the first time in 2015, celebrates the art, culture. craftsmanship and music of the region.









HOME FURNISHINGS BAGHPAT, HAPUR, FATEHPUR

The Baghpat and Hapur districts are known for their handloom industries. Many of the manufacturing units here have now been equipped with power looms. In Baghpat, Khekada has been the centre of the handloom industry for many years. The units here make curtains, kitchen towels, table covers, pillow cushions and other furnishing products, which are widely popular globally. Pilkhuwa region in Hapur district is known as the country's 'Power Loom City'. Block printing is also done on bedsheets and other drapery and cloth items in this region. The entire industry provides direct and indirect employment to about 10,000 people. Western Uttar Pradesh's Baghpat and Hapur districts are located relatively close to the national capital, Delhi. Baghpat is primarily known for sugarcane cultivation, and Hapur is famous for its papads, paper, and textiles.



JAGGERY FAIZABAD, MUZAFFARNAGAR

The production of gud, or jaggery, is a traditional economic activity in Faizabad and Muzaffarnagar. Both districts are largely agricultural with a large area under sugarcane cultivation, sugarcane being the crop used to make jaggery. In Faizabad, about 20 per cent of the total land area is dedicated to sugarcane. This district's products include jaggery and related products such as sesame gajak, ladoo, chikki, gudkaj ladoo, etc. Muzaffarnagar has also been known for its gud for the past 50 years. The jaggery made here is also exported to other states, including Gujarat, Rajasthan, and Haryana. Faizabad district is in eastern Uttar Pradesh, while Muzaffarnagar is a border district in western Uttar Pradesh and is part of the National Capital Region. Faizabad has religious and historical significance, and is associated with events in the Ramayana.

HING PRASANSKARAN HATHRAS

Hathras district has been a large-scale producer of asafoetida, or *hing*, for about a hundred years. Raw asafoetida is imported primarily from countries like Afghanistan, Tajikistan, Uzbekistan and others. Various communities in Hathras are involved in the production of asafoetida. Lohat Bazaar in the district has been documented as a *mandi* where both national and international buyers come to buy *hing*. The government has identified the need to replace obsolete processing machinery with the latest machines and technology to boost production. Hathras, located in western Uttar Pradesh, is now part of the National Capital Region and was known for cotton milling, knives, and *desi* ghee during colonial rule.





LEATHER PRODUCTSKANPUR NAGAR, AGRA, UNNAO

Kanpur city is the largest hub of the Indian leather industry, and accounts for over 20 per cent of the country's total leather goods exports. Kanpur's leather products such as footwear, belts, purses, garments, saddles and more are exported to various countries, including the US and several European countries. Agra is also well known for its leather craft. Kanpur is where much of the raw material comes from, besides Kolkata, Chennai, and even Taiwan and China. Small and medium enterprises engaged in leather crafting produce a variety of leather products, but product quality can be further enhanced by establishing design labs and testing facilities, and further diversifying the products. Kanpur is one of the major metros in Uttar Pradesh, located on the banks of the Ganga. Agra, another major city on the banks of the Yamuna, is an important historical site and is home to the world-famous Taj Mahal. The city is known for its marble engraving products.

JUTIS (LEATHER) HAMIRPUR

Sumerpur town of Hamirpur district, also known as Bharwa Sumerpur, has been known for its production of leather shoes or desi jutis that are made entirely by hand. This dying craft and industry is being pushed for revival by the government through the 'One District, One Product' Initiative. Technical training and financial aid are required for ensuring high-quality production of these shoes. Hamirpur district, located in the southern part of the state in the Bundelkhand region, is one of Uttar Pradesh's least populous districts. Sumerpur town is famous for its many temples, besides being known for the jutis produced here.





LOCKS AND HARDWARE ALIGARH

The locks and hardware industry in Aligarh goes way back in time, with the city being home to leading manufacturers and suppliers. This small-scale industry has a strong dealer network across the country, and exports products far and wide. The products range from padlocks, door locks, tower bolts, night latches, cycle locks, and other related accessories, and hardware like brass handles and door stoppers. The

designs and makes are varied, and options are aplenty. The materials pass through state-of-the-art manufacturing processes before being moulded into superior-quality products with exclusive designs. These products also make for top-class security options! Aligarh, in the centre of the Doab region, the land between the Ganga and the Yamuna, is also steeped in history.





MUSICAL INSTRUMENTS (DHOLAK) AMROHA

Dholaks are made out of sheesham wood, leather, and cotton ropes, and these raw materials are easily available in Amroha, which is the primary reason why this industry thrives in this region. Several units here produce dholaks, or woodbased musical instruments, providing employment to over a thousand artisans. Social development in other related spheres has led to increased scope for the musical instrument. Amroha, the city that draws its name from 'aam', the Hindi word for mango, is also drumming its way to glory with its dhols, tablas, and damrus.

MOONJ PRODUCTS, FOOD PROCESSING PRAYAGRAJ, AMETHI, SULTANPUR

Prayagraj is famous for many reasons, one of them being its beautiful moonj handicrafts. Naini, a village on the banks of the Yamuna in Prayagraj, is a major producer of moonj, a wild variety of perennial grass that grows abundantly here. The outer layer of 'satpar' grass, moonj, is peeled and knotted since it is easy to store and dry. Moonj is also commonly known as 'balla' in the area, named after the knots. Moonj grass is wrapped around dried kassa grass, and the motifs take shape when coloured grass is added in between. Products range from household items to decorative items such as mats, carry bags, ropes, chairs and tables. Other than Prayagraj, Amethi and Sultanpur are also known for moonj handicrafts. The cottage industry dates back more than half a century, and employs womenfolk in large numbers.

METAL CRAFT MORADABAD

Popular as 'Pital Nagri' (brass city), Moradabad is a major manufacturer and exporter of brass art wares. Also considered as the hub of metal work, this city is known for its cable glands, industrial metal, and flameproof and water-proof electrical accessories. For the craftspeople, inspiration for brass art wares comes from ancient art forms, ranging from Hindu gods and goddesses to paintings dating to the Mughal era, and, as such, the brassware is representative of the culture, heritage and diversity of the land. Other metals such as aluminium, stainless steel and iron are also used.















PATCHWORK RAMPUR

Rampur has a rich nawabi legacy, but the deft *karigars*, or artisans, here have been weaving a legacy of their own with their handiwork. The intricate patchwork stitched onto *kurtis*, suits, saris, *dupattas*, bedsheets and the like have put Rampur on the national map. The embroidery work carried out in this region has been wooing admirers for centuries. This ancient city is now a wholesaler and exporter of patchwork for dress materials and furnishings. This area is also known for its menthol plantations.

POTTERY (CERAMIC) BULANDSHAHR

Bulandshahr's Persian influence is seen not only in the city's name but also in the blue ceramic pottery that this region is famous for. Khurja pottery is traditional Indian pottery originating in Khurja, Bulandshahr, and the art form dates back to the time of Firozshah Tughlag. What began as a display of blue art on ceramic pots is today a major revenue generator in the region, providing both direct and indirect employment. The region has about 350 units working on this particular skill. The colours used for making blue pottery art are made by the artisans, while the pottery itself is made of frit material that is glazed and low-fired.



POWER-LOOM TEXTILES MAU

A power loom, or a mechanised loom, was one of the key developments in the industrialisation of weaving during the early Industrial Revolution. As more and more Indian weavers adopted this mechanism of weaving, the craft of weaving became faster and efficient. Power-loom textiles went on to hold a special place in the region—almost every household has a loom and almost the entire community can spin yarn! Items that are spun into beautiful creations include saris, loincloths and suits. Additionally, craftsmen adorn saris with beautiful zari work embroidery. The power-loom weaving industry provides employment to a large number of workers in the region. Mau, now known as Maunath Bhanjan, a small town located in Uttar Pradesh, is known for its sari production, zari work, and kashidakari work.





READY-MADE GARMENTSGAUTAM BUDH NAGAR

Known as the 'City of Apparels', Gautam Budh Nagar in Uttar Pradesh is the hub of garment manufacturers, suppliers and exporters. This thriving industry employs lakhs of people, with 60 per cent of these workers being women. An apparel training centre has opened its doors here with the aim to provide skilled craftsmen to all the units associated with garment factories. As many as 2,500 ready-made garment factories operate in this region, each mass-producing finished textile products. Since the garments are not custom-tailored according to measurements, but rather generalised according to anthropometric studies, the turnout is huge, and finished goods are exported abroad in large quantities.



SANITARY FITTINGSMATHURA

Located on the banks of the River Yamuna, the holy city of Mathura has a long history associated with religion and spirituality. With modernisation setting in, the city is embracing a modern outlook with industries in the sector of contemporary sanitary fittings and fixtures. Mathura is a name to reckon with in this field with bathtubs, washstands, shower sumps, bidets, toilet bowls, lavatory pans, and urinals of various types, whether equipped with flush tanks or taps, being manufactured in large numbers and different styles. The industry employs core mechanisms and sand dye casting methods. As many as 50 micro and small units are involved in production. The city is also known for *Thakurji*'s dress, decoration, and *kanthi mala*.

RIMS AND AXLES

Rims and axles are basic machine components for amplifying force. In their earliest form, they were probably used for raising weights or water buckets from wells. Their principle of operation is demonstrated by the large and small gears attached to the same shaft. Tractor trailers axles, tractor trolley trailers axles, heavy loading axles, thresher axles, agricultural implements, harrows, and cultivators are some of the examples of the products manufactured in the iron fabrication industry in Shamli. This district was once stripped of its administrative importance by the British following its role and prominence in Indian Rebellion of 1857, but, a century and a half later, Shamli is leading the way in the wheel of progress.





SOFT TOYS JHANSI

The Indian toy industry captures a huge market and is expected to grow at 25 per cent due to the rising demand in both India and abroad. Soft toys comprise a considerable chunk of that market. Currently, there are over 50 soft toy manufacturing units in Jhansi, which have boosted job creation in the sector. The toys are made of a variety of materials, ranging from polycloth, nylax cloth, fibre, etc. The finished products are supplied to major commercial centres like Delhi for sale and distribution. The land of *Rani* Lakshmi*bai*, the queen who braved all odds in India's freedom struggle, is now wooing children with soft toys that make for perfect playmates!





SCENT AND ITTR KANNAUJ

Kannauj has a rich history dating back to the time of kings and queens, and perfumes and fragrances have been an integral part of the regal past. Popularly known as the 'Perfume City', Kannauj has seen the 'Suras and Aroma Development Centre' (FFDC) in operation in the district since 1991. Established in collaboration with UNIDO (central and state governments), all kinds of research and tests related to perfumery, from plant cultivation to processing, biotechnology, training, etc. are carried out at the facility. Kannauj, the perfumery town of the country, leads the way in modern techniques of perfume-making, and improves on the traditional methods and knowledge in what is almost an art form being practised over centuries.

SPORTS PRODUCTS MEERUT

Meerut is one of the important industrial towns of western Uttar Pradesh, with several traditional and modern industries. This district is the second largest producer of sporting goods and accessories in India, after Jalandhar. The industry manufactures a range of athletic goods including balls, bags, clubs, gloves, skates, protective equipment, boards, fishing gear, and other supplies. These finished products are then marketed to wholesalers and retailers, and sold across the country and abroad. Several small- and medium-scale industries are engaged in producing these sports goods, which have great scope in export sectors.



STONE CRAFT (SHAZAR) BANDA

Shazar is a dendritic agate, known as the 'Stone of Plentitude'. Translucent to opaque in nature and clear, white or whitish-grey in colour, the stone is characterised by inclusions of branch-like dendrites in black, brown or greenish brown. Listed under the semi-precious gems category, shazar patterns are formed due to leaching of manganese or iron oxide, probably along with waters containing silica solution, which percolates and deposits a siliceous gel on the inside of the rock. The patterns might also be entrapped fossils of fungus, basically algae. Fungus entrapped between two or more pieces of shazar stone produces either acid or base, which makes the stones translucent and acts as an inorganic glue that fuses the stones together. The fossilised fungus looks like a pattern of leaves or trees and adds beauty to the stone. These natural stones are obtained from the River Ken, which flows to the west of Banda district in the Bundelkhand region. From obtaining the stone to trimming and shaping it, this stone craft is labor-intensive. Shazar is said to be one of the oldest stones used in jewellery making, traditionally thought to have healing powers.





TAARKASHI ART MAINPURI

Taarkashi is a technique in which thin strips of wire are engraved on the surface of wood. The name of this craft comes from 'taar', meaning wire, and 'kashi' from 'nakashi', meaning crafting. The process of wire inlay involves a lot of steps—first, the wood is dried and seasoned to remove moisture. Then, for the strips to be inlaid, metal sheets are marked and cut out. These thin strips of wire are inlaid on the seasoned wood, which is cut to the required shape and dimensions. The pattern to be made on the product is either drawn directly or printed on a paper and pasted on the surface of the wood. Once the layout and patterns are in place, the design is engraved on the wood. The product is then sanded to even out the surface. Mainpuri is famous for jewellery boxes and other decorative items adorned with taarkashi inlay work, mostly featuring brass wire on sheesham wood.



STONE CRAFT (GUERA) MAHOBA

Mahoba district in the Bundelkhand region of Uttar Pradesh is home to the stunning ninth-century granite Sun Temple, built in the Pratihara style. The monument is a fine example of stone craft, emphasising the fact that Mahoba's workmanship in stone craft dates back to several centuries. It is only natural that the artisans of the land are taking the art form forward, and making a name for Mahoba both in India and abroad. Guera, a stone that is indigenous to the region, has a soft texture, and is broken down into smaller pieces, which are then used to make various craft items.





innovative shapes. The raw material that goes into the making of terracotta figures is a type of locally-available soil found in the Bhathat area, giving the items a natural colour. The fired body is porous and has a reddish tint. Gorakhpur is a noted religious centre with a culturally-significant history. The terracotta art form adds to the rich heritage, and the small-scale industry engages around 200 households in the region.



TERRACOTTA, READYMADE GARMENTS GORAKHPUR

Terracotta, or terra cotta, literally meaning 'baked earth', is a clay-based unglazed or glazed ceramic craft. It involves ornamentation, use of natural dyes, and experimentation with



TEXTILE PRODUCTS (STOLE), HANDLOOM PRODUCTS

BARABANKI, AMBEDKAR NAGAR, ETAWAH

Barabanki region is known for fabric knitting on hand looms, and the high demand for cotton clothing has created a huge market for traditional handloom products. Weaving is carried out in both urban and rural centres, and employs more than 11,000 weavers. In districts like Ambedkar Nagar, power-loom textiles are produced in large numbers in the Tanda area. For the last 50 years, almost every family in Tanda has been associated with the textile industry. In Etawah, the textile industry is focused on the craft of block printing on garments using handheld tools, producing products like cushion and pillow covers, *gamchas*, and bedsheets.









TRIBAL CRAFT, JAGGERY, FURNITURE LAKHIMPUR KHERI, SHRAVASTI

Lakhimpur Kheri, the largest district in UP, which shares borders with Nepal, has an indigenous tribal population of the Tharu tribe. The locals here have been engaged in making craft items for years using traditional methods and handmade tools. End products are sent to Dudhwa National Park and promoted at district, state, and national level exhibitions. In districts like Shravasti, tribal craftsmen are engaged in embroidery work on cloth sheets, covers, tablecloth, etc. Patchwork embroidery done on suit pieces by the womenfolk is popular. Tribal art forms bring out hidden talents and promote local craftsmanship; the state's tribal craft industry endorses indigenous art and workmanship, and the state government is committed to enhancing skill sets of craftspeople.



ALUMINIUM UTENSILS, PLASTIC PRODUCTS KANPUR DEHAT

The Pukhrayan region in UP is known for its metal industries that produce utensils and kitchen items. Materials like aluminium, steel, and plastic, are used to make a range of kitchen essentials such as vessels, plates, spoons, kettles, buckets, glasses, spoons, pressure cookers, and tanks, which are sold locally and to neighbouring districts. The utensil industry here employs a number of people, and generates livelihood for locals.





WALL HANGINGS (JUTE) GHAZIPUR

Adorning walls has been our primitive instinct since the time we were cave dwellers. Jute wall hangings, with golden yarn and fabric, add glamour and class to homes. Jute is a natural fibre that is nontoxic and environment-friendly. For several years, Ghazipur's craftsmen have been engaged in making jute wall hangings using traditional techniques. Finished products are supplied to other parts of the country. There's been a constant effort to increase production by ensuring ready availability of raw material and training for product development and marketing. Ghazipur also boasts the largest village in Asia, Gahmar.

WOOD CRAFT, VINEGAR PRODUCTS SAHARANPUR, BASTI, BIJNOR, RAEBARELI

The wood carving art of Saharanpur is about 400 years old. Sheesham wood is the raw material of choice, and intricate designs and carvings are chiselled on, showcasing the skill of the region's craftsmen. The woodcarving cottage industry is also prevalent in districts such as Basti, Bijnor, and Raebareli. Wood items manufactured here include household items like doors, charms, beds, and wooden figures like toys and other artworks. Nagina village in Bijnor is famous the world over for its wood carvings; it gets its name, which means jewellery, from the special wooden jewellery made here. Bast is also famous for its vinegar.











WOODEN TOYS CHITRAKOOT

Chitrakoot, The Hill of Many Wonders, is engulfed in legends and covered with dense forests. As such, wood, raw material for wooden toys, is available in abundance. The wooden toys industry here employs a large number of craftsmen. The toys produced in this district are exported to other parts of the country and abroad, and are even showcased at fairs and exhibitions. The spiritual retreat of Chitrakoot not only offers divine solace, but also indulges the child in us with its unique wooden toys.





ZARI SILK SARIS, FOOD PROCESSING READYMADE GARMENTS AND HOSIERY (SCHOOL DRESSES)

Lalitpur specialises in zari silk saris. Zari work on beautiful saris adds splendour and opulence to the nine-yard creations. About 400 weavers in this district are engaged in spinning silk saris that are appreciated across India and abroad for their designs and engraved buti work. These saris are worn at festivities.

ZARI-ZARDOZI, BAMBOO PRODUCTS, GOLDSMITHY BADAUN, BAREILLY, CHANDAULI, KASGANJ, UNNAO, LUCKNOW, SHAHJAHANPUR, FARRUKHABAD

Zari-zardozi originated in Persia and was popularised in India by the Mughals. It is a fine form of traditional embroidery, ornate and heavily encrusted with gold thread work. The zari-zardozi industry in Badaun district is largely a small-scale cottage industry, and it employs almost 35 per cent of the families in the area. Raw materials used for this craft include silk, kardana pearl, kora kasab, fish wire, nakshi, pearls, chandla, jarkan noori, mirrors, golden chains, and so on. Locally known as 'karchobi', this art is popular and appreciated globally. Traditionally, three types of threads were used in zari work—gold, silk, and silver. With time, these have been replaced with synthetic threads, but the art form has retained its aesthetics and grandeur. Zardozi work finds a place of prominence on dress materials, bags, shoes, coats and gowns, apart from saris. Other districts that specialise in the art are Chandauli, Kasganj, Unnao, Lucknow, Shahjahanpur, and Bareilly. Bareilly is also known for its bamboo products and goldsmithy or sunari.









Aishwarya Acharya explores the idea of marriage through the course of time, and how the concept has evolved in the country

ver the past few decades, many things have changed. Be it the era of Charlie Chaplin or the age of vintage cars. Be it the Queen addressing her Christmas speeches to her subjects over a static-riddled radio frequency or the age of writing letters. This, and everything else, has changed radically. And marriage, a sacred bond between two individuals, is not lagging. According to a study by the Pew Research Center in 2017, in 1960, the median age for first marriage was 23 for men and 20 for women. Today, it has edged over to the other side. Although starting a new life together means different things to different individuals, the essence of it all remains the same. Read on

to know how marriage has changed over time, and what it means to couples today.

EXPECTATIONS GRAPH

Relationships are built on trust, communication and expectations, all of which become foundation blocks of a healthy marriage. With changing times, expectations have seen a shift with regards to companionship, compatibility, family roles and so on. Leena Paranjpe, marriage coach, speaker and author, says, "Couples get married in pursuit of happiness and peace. But, underneath all this, there are high expectations. For instance, a man expects his spouse to adjust and take care of his parents. A woman, on the



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other hand, wants respect from her spouse, and understanding from her in-laws besides comfort and luxury, travel, and a fun-loving approach. This is a pattern among millennials as well." Now, people are more independent and know what they want from their lives. Today, marriages are more about being mutually reliant; they are more about interdependence than independence. Paranjpe also states that earlier, financial independence or career was not something women were driven towards. They were expected to be docile and bring the home together. Today, although those expectations are still intact, women are multitasking and managing personal and professional lives.

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gender.



SAME SEX NO BAR

Although same-sex marriages are not legal in India yet, you can be romantically involved with a partner of the same gender. After the decriminalisation of Section 377, those who are gay are more open to seeking partners and being vocal about it. After all, it is not so far apart than any heterosexual relationship. Dr Aarti Dahiya, relationship expert and founder of Niyati by Aarti, shares, "Scientists have found that the psychological and social aspects of committed relationships between same-sex partners largely resemble those of heterosexual partnerships. Like heterosexual couples, samesex couples form deep emotional attachments and commitments. They face similar issues concerning intimacy, love, loyalty and stability. They even go through similar processes to address issues in any regard." Marriages are no longer restricted to accommodate only heterosexual couples. She believes same-sex relationships or marriages entail the same efforts and the same emotional investment, and are beginning to be seen in the same light as their heterosexual counterparts.

ARRANGED OR NOT

Recently, the documentary webseries Indian Matchmaking caused quite the stir among viewers. The series explores the various facets of arranged marriages through a spectrum of lenses. Although the topic is not a comfortable one for many, arranged marriages have been around and have worked pretty well for the majority of the country's population. Author Shahzeen Shivdasani, who writes on relationships, believes it is just like dating. "Most of us have to go through dating apps, friends setting us up, and of course, meeting someone at a bar. Then, we have to go through the whole process of getting to know them and eventually get to the part where we discuss what we want from life. This is similar to what arranged set-ups are all about; only your parents are also involved." That said, the show might not be a suitable paradigm as it sheds light on the glaring flaws of matchmaking practices in India. Even today, there are as many people who meet on dating apps, through common friends or via family and settle down as there are people who opt for love marriages. The societal rigidity of arranged marriages has toned down and so have many people's perspectives towards it. >



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CHANGING DEFINITIONS

The idea of marriage and how we define it has changed drastically over time, starting with being defined only as the union of a man and a woman, to becoming the union of two people who love and support each other. Shares Dr Anuneet Sabharwal, psychiatrist, and founder and director, The Happy Tree, "Today, we live in a world where marriage between two individuals of the same sex is being slowly and openly accepted. Couples can now choose how many children they wish to have, and also to have no children at all (something that was unacceptable before). If they are unhappy with each other, they can part ways and live their separate lives, as opposed to earlier times when divorce was a taboo. We can thus say that marriage has become primarily a personal connection or understanding between two equals seeking love, stability, and happiness."

Dr Sabharwal also sheds light on key aspects that couples look for in their prospective life partners, which, in his opinion, have stayed more or less the same. "A strong friendship is most important. People are now looking for partners they are most comfortable with. Having a solid friendship or a friend to rely on has become very important for couples over the years." Then comes

"A strong friendship is most important. People are now looking for partners they are most comfortable with." Dr Anuneet Sabharwal shares quick tips on keeping the spark alive:

Communicate. Be honest and open with your feelings, and allow your better half to do the same.

Share quality time together. Be it trying a new restaurant or travelling to a foreign country, spend as much time together and share experiences.

Have sex. Try to foster intimacy in different ways such as talking, spending time together, cuddling or affectionately touching.

Keep the surprise element intact in your relationship. Plan surprise dates or gifts.

Revive the activities that helped you fall in love in the first place.

emotional maturity and independence. "People are now looking for partners who are independent and self-assured, which means they aren't looking for a partner to depend on or to complete them in any way, financially or even emotionally," adds Dr Sabharwal. "People look for partners who are independent and have their own individuality, someone who enjoys separate interests, who likes trying new things, and who puts in efforts to keep romance and attraction alive."

As we look back, many tangible factors like a suitable marriage age, monetary stability, career graph or even children remain conflicted, if not same. However, the overall essence of needing companionship, compatibility and to have someone to come back home to still takes centre stage in every marriage. Deep down, millennial or not, gen Z or not—marriages are about coming together and embarking on a new journey, a new life together!



Give your wedding trousseau a cool spin. Opt for <u>sustainable fabrics</u> and contemporary silhouettes that make an impression





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THE **LEGENDARY BLACK LADY**TRANSCENDS NEW WORLDS



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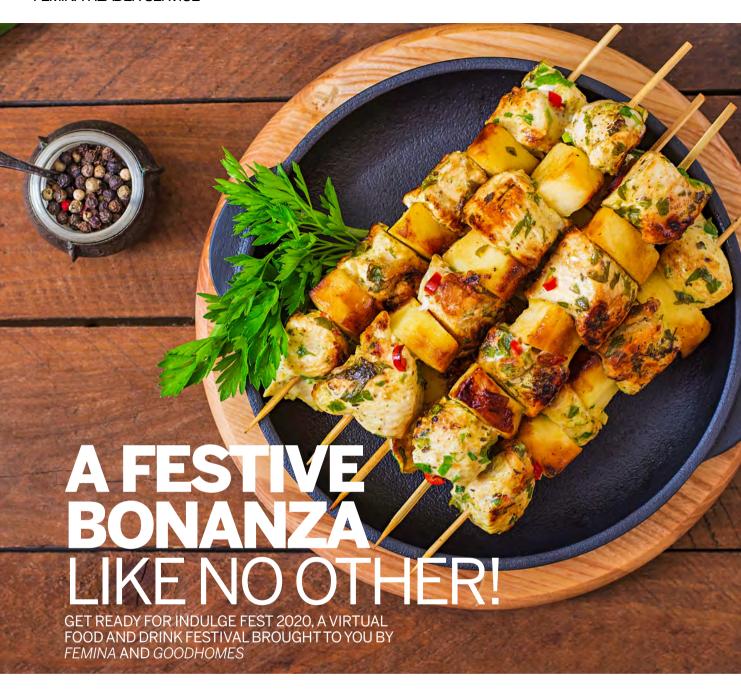


/@I IL/MI AR









he COVID-19 pandemic and resulting lockdown gave all of us extra time at home to try our hands at a lot of different activities, case in point, cooking and baking! Add to that closed restaurants, and it meant innovating in the kitchen or simply putting together easy and nutritious meals for the whole family.

If you've started to feel the enthusiasm wear out or you're yet to start experimenting in the kitchen, the festive times ahead are sure to entice you. Whether you're interested in learning new things related to food, or looking to surprise your loved ones at your year-end party with scrumptious food, you're in luck. Celebrate this festive season with the Indulge Fest by Femina x GoodHomes, with our esteemed partners Nestle Milkmaid, Alpenliebe Juzt Jelly, Estuary, and Jimmy's Cocktails! Join us from December 23 to 25, 2020, where we bring the

world of festive food and drinks right to your home, with panel discussions with international and Indian tastemakers, masterclasses from India's foremost chefs, and the best recipes and cocktails to get your happy vibes on. This virtual food and drink festival will inspire you to cook up a festive storm, stir and shake up high spirits, and turn your home into a space that exudes year-end festivity and celebration! Here's a glimpse of what you can watch out for.

MASTERCLASSES

Party food, Desserts, Indian food and more brought to you by India's foremost chefs

- Old Mumbai Seekh Kebabs by Chef Varun Inamdar
- Party Appetisers: Go Nuts With Flavours by LA chef Mariko Amekodommo
- Chilli Cheese Pops by Chef Anahita Dhondy of SodaBottleOpenerWala





FEMINA×GoodHomes

FESTIVE FILES

All your favourite recipes in one place!

- Christmas Pavlova Wreath
- Cheat's Yule Log
- Easy Christmas Pudding
- Lamb Osso Bucco with Saffron Risotto and Gremolata
- 'Rice Cream' Using Leftover Rice
- Healthy Christmas Drinks
- New Year Party Finger Foods

Roundtable panel discussions with international and national experts

- The Magic of Indian Food on the World Stage with Chef Gary Mehigan (Masterchef Australia judge), Chef Shashi Cheliah (Masterchef Australia winner), and Chef Varun Inamdar
- Bar None! High Spirits in the New Normal with Ron Ramirez, Sonal Holland, and Devi Singh Bhatti
- Taking Indian food out into the World with Chef Saransh Goila and Chef Kunal Kapur
- Restaurant Life in the New Normal with Chef Rahul Akerkar and Restaurateur Keenan Tham
- Whiskey for the Win with Vinayak Singh of The Dram Club, Keshav Prakash of The Vault, and Yash Bhamre of Paul John Whisky
- The Mystique of the Michelin Star by Chef Alfred Prasad and Chef Manjunath Mural
- Eating Local when You Travel Next with Roxanne Bamboat, Suprio Bose, and Kalyan Karmakar
- The Renaissance of Regional Food with Chef Thomas Zacharias, Rushina Munshaw-Ghildiyal, and Chef Himanshu Taneja



Sounds promising, doesn't it? We are as excited as you are to ring in the Indulge Fest by Femina x GoodHomes! With the best of food and drink fit for the festive season brought to you by renowned chefs and panel discussions

with experts from across the country and the world, we're certain you'll enjoy this fest with first row tickets right from the comfort of your own home.

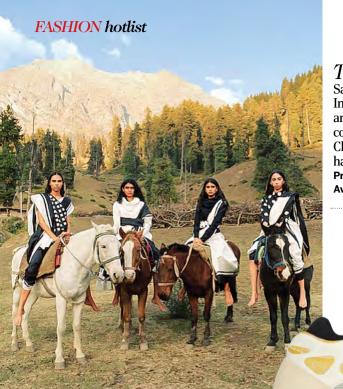
Tune in to Femina.in for more!











THE FREE SPIRIT

Satya Paul has launched its new collection, Valley of Flowers. Inspired by the hippies in the mountains and music album covers of artists such as Bob Dylan, The Rolling Stones and Jimi Hendrix, the collection seeks to transport you out of the city and into the wild. Choose from an array of dresses, kimonos, tailored suits, scarfs and handcrafted leather bags alongside the label's signature saris.

Price: ₹7,995 onwards (apparel): ₹2,795 onwards (bags)

Available at: Satya Paul stores and satyapaul.com

DROP IT LIKE IT'S HOT

Adidas + KANYE WEST bring to you the YEEZY 700 V3 Safflower. The shoe features a bootie construction for an adaptable fit, and monofilament engineered mesh uppers with glow-in-the-dark RPU (Rigid Polyurethane) overlays for structure and durability. The PU

encapsulated EVA (ethyl vinyl acetate) midsole ensures comfort and durability, while the herringbone rubber outsole improves traction. This model features no-tie stretch laces for easy on-and-off wear, and comes equipped with a second set of standard laces.

Price: ₹19,999

Available At: Select adidas stores and shop.adidas.co.in

FEMINA'S ROUND-UP OF LATEST NEWS, VIEWS, AND BUZZ IN FASHION



VACATION WARDROBE

Payal Singhal's Resort
Wear 2020 collection
features a range of
contemporary wear.
It includes billowing
kaftans, tunics,
co-ord sets, tiered
dresses, and trendy
tops. The muted colour
palette of whites and
beiges, topped with
a kaleidoscope of
prints, adds to the
cruise holiday vibe.

Price: ₹7,800 onwards Available at: Payal Singhal stores and payalsinghal.com



LAUNCHES WE LOVE

Fashion designer Arpita Mehta launched her flagship store in Khar, Mumbai. Set in the middle of this bustling city, the store exudes the calm of a cottage from a bygone era. You will find Arpita Mehta's classic signature pieces, including jacket dresses, ghararas, lehengas and a new collection called Meadaura, showcased at her store.



WINTER HUES

Anjul Bhandari's A/W 2020 collection titled Pashmina–E–Awadh is a beautiful blend of chikankari on Pashmina. The collection features phiran-style suits, shawls and saris in a classic winter palette of ivory, beige and black on their signature old rose, perfect for intimate winter gatherings and weddings.

Price: On request **Available at:** Anjul Bhandari stores and anjulbhandari.in >

HAPPY FEET

Ceriz is a French handbag and footwear brand, which has launched its festive collection in collaboration with Bollywood actor Sara Ali Khan. The Ceriz x Sara collection features high-end luxurious vet affordable handbags and footwear. It is available in a colour palette of soft pastels, burgundy, intense navy, and other rich festive colours.

Price: ₹2,299 onwards Available at: ajio.com



MODERN HEIRLOOMS

The new Ekaya x Misho creative collaboration is a reinterpretation of what heirloom jewellery can come to mean for today's modern woman. The collection uses

recycled sterling silver,

tapping into Gujarat's ancient silversmithing

traditions, as well as fabric leftovers from Ekaya's Banarasi brocades. The complete collection presents four necklaces, four sets of earrings, and one maang tika in striking jewel tones of fuchsia pink, emerald green, and gold. Price: ₹5,500 onwards Available at: ekaya.in and mishodesigns.com



ELEGANCE PERSONIFIED

Augustha is a modern online retail platform for customers to get their feet into luxury footwear. The new In The Streets collection redefines timeless elegance through luxurious, sophisticated, and playful footwear. Handcrafted in Portugal, and featuring Augustha's signature gold-dipped metal logo on every pair, these pumps

will instantly upgrade your wardrobe. Price: ₹41,885 onwards Available at: augustha.pt





HOLIDAY SPIRIT

Fendi Roma brings in the holiday spirit with its Fall-Winter 20-21 collection. Conceived for modern travellers, the collection is injected with a functional and versatile spirit. It includes ready-to-wear ensembles for women and men, and accessories designed to bring a touch of urban sophistication to the winter wardrobe. Price: On request

Available at: Fendi stores and fendi.com

DREAM TEAM

Thomas Goode & Co. is one of London's oldest luxury retailers. It has collaborated with renowned bridal designer Sabyasachi to bring you two bespoke tableware collections called Sanctuary Coromandel Red and East of Calcutta. The collections are inspired by local architecture and the flora and fauna of Kolkata, and have been handrendered by 43 artists from the Sabyasachi Art Foundation.

Price: ₹7,456 onwards Available at: thomasgoode.com





FEATHERS FOR FESTIVITIES

Make a dramatic style statement with a feathery luxe top and tailored trousers.

3D cutwork floral crop top, ₹75,000 and tailor-fit pants, ₹15,000, both Namrata Joshipura; silver chain ring, ₹1,500, Ayana Silver Jewellery; OH Celeste Orion Nova stud drops, ₹12,000, the Lynx midi ring, ₹3,200, and OH Celeste Nova ring, ₹4,000, all Outhouse Jewellery >



SHINING STAR

Let actor Alaya F. show you how to pull off statement pieces for the holiday season.

Photographs **Keegan Crasto** | Senior Fashion Stylist **Yukti Sodha**Fashion Coordinator & Stylist **Radhika Gattani**





GOLDEN HAZE Embrace the magic of metallics in this dreamy golden dress that is synonymous with ethereal beauty.

Leather cord dress, ₹45,000, Rimzim Dadu; Reborn: the queen's necklace, ₹12,000, Studio Metallurgy; gold digger bracelet, ₹7,200, The Slow Studio; pebble ring, ₹8,200, and katana ring set, ₹8,900, both Misho; nude heels, ₹6,499, Charles & Keith >







THE ACTOR

In this unfiltered chat, actor **ALAYA F.** talks to **Sukriti Shahi** on staying positive, taking struggles in her stride, and her wish to make it big

ntering Bollywood with an unconventional debut in Jawaani Jaaneman, the talented Alaya F. has had to work through her own share of struggles and setbacks, but that hasn't kept her down. Always wearing a contagious smile and brimming with infectious energy, Alaya is refreshingly candid about her life and learnings so far. A star at the age of 22, Alaya is no different from most of her generation. Like any other youngster, she is hustling to live her dream and to make it big. What sets her apart from her counterparts is her fearless attitude, and her determination to speak her mind. Be it about her love for films, her passion for art, or finding the positive side of social media, Alaya lets us into her world.

Your first break in Bollywood...

When I got Jawaani Jaaneman, I was told that it is an unconventional role. I remember thinking to myself that, today, roles are so diverse that there's a lot for a female actor to do. I loved the script and the people involved in the project. Luckily, they liked my audition too, and chose me to play the character. I must mention here that I auditioned for multiple projects, and didn't get all of them. I trained in New York first for two years, then I came back to India and trained here for another year-and-a-half. It's only after



that that I started auditioning for various roles. It was a long process before I got the role. I feel Jawaani Jaaneman and I chose each other in a lot of ways, and I couldn't be happier with my choice. I can't imagine anything being more apt for me as my first film.

About the pressure of belonging to a family of legendary actors...

This profession comes with pressure, whether or not you come from a film background. You have to have a thick skin and large dreams to make it big here. That's what I'm doing; I'm just focusing on acting. Even if I weren't from a film family, I would be under just as much pressure. I just hope that, when I am on screen, it shows that I've worked hard for it. >

On real life and social media...

I consciously work to ensure that my social media reflects who I am in real life. Of course, there are posts like my shoot photos where my skin looks flawless or my hair looks perfect, but I like to balance them out with my goofy videos of falling and failing. I feel people under the limelight are perceived to be larger than life, but that is wrong. I know myself and I am far from perfect. I try to keep it as authentic as I possibly can, and I hope I continue to do so. I want to be relatable to all those who appreciate me.

On lockdown skincare and fitness...

My film released and the world went into a lockdown. It was not an ideal situation!



MY FILM RELEASED AND THE WORLD WENT INTO A LOCKDOWN. I COULD HAVE EITHER SULKED OR MADE SOMETHING OUT OF IT.



RAPID FIRE

Biggest pet peeve?
People who do not have bathroom manners

Simple or elaborate beauty regimen? Simple, because I like saving time!

If not an actor, what would Alaya F. have been?

Either a director or an entrepreneur

Makeup or fresh, naturally-glowing skin?

Fresh, naturallyglowing skin with the option of putting some makeup on it if I please

Mascara or lip balm? Lip balm, but that was a tough choice!

Skincare products or home remedies? Depends on how I'm

Depends on how I'm feeling that day... A mix of both is good.

Favourite beauty tip?

Drink a lot of water!

I could have either sulked or made something out of it. That's when I turned to social media; I wanted to put out more content for people to see more of me while being entertained. For that, I pushed myself to work out, take better care of my skin to be able to post about skincare DIYs, do many other things to offer interesting content. Social media helped me use my time constructively and stay motivated while being active and taking care of myself.

Dealing with stress...

For me, the most effective way to bust stress is by being productive. If I'm sitting around doing nothing or waking up or sleeping late or if I don't get enough done in the day, I start getting stressed. That's when I feel like I'm not living up to my best potential. For instance, I exercise for 20 minutes on the days when I'm not in a mood to do so, because I feel I've done something constructive during the day.

Something about Alaya that no one knows yet...

I am an extremely awkward extrovert. I can talk to almost anyone and have a great time, but there are occasions when I get awkward for no reason. It could probably be because I used to have terrible social anxiety growing up.

On family support and success

If you have support and love at home, you're more willing to put yourself out there and take risks. When you pursue your dreams without having the extreme fear of failing, you're able to follow them with a lot more passion. At the end of the day, you come back home, to a place that is nourishing. It also helps a lot to keep your mental health in check. Having a supportive family environment really contributes to benefitting one's mental well-being.

On inspiration...

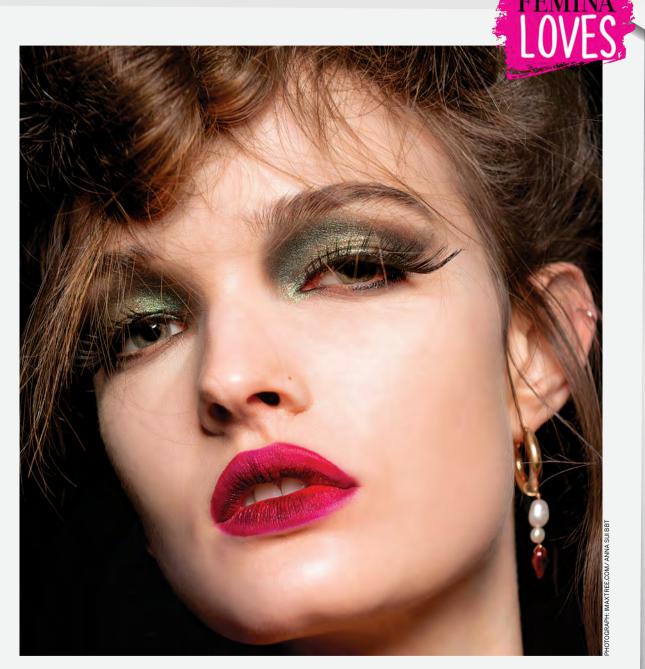
The people around me! There are so many moments in life when I look at people and feel, if they can be happy and fulfilled and helpful and caring, why can't I be? I'm blessed with so much and I'm grateful for that. I owe it to myself and the people around me to be my best and do my best every day.





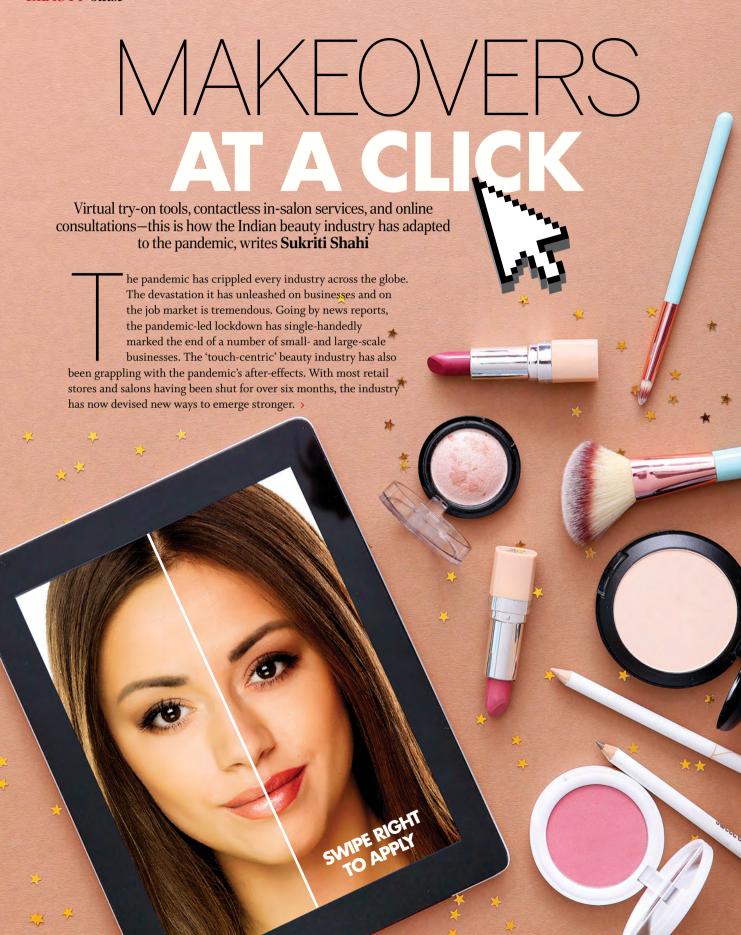
1. Plumes, price on request, **Breguet 2.** Analog Ritz watch, ₹40,995, **Michael Kors 3.** Crystal multicoloured dial watch, ₹45,999, **Coach 4.** Crystal by Raga I Am, ₹15,995, **Titan 5.** Silver-toned analogue watch, ₹13,800, **Guess 6.** Serpenti, price on request, **BVLGARI**

BEAUTY



'FALLING' FOR YOU!

Taking cues from runway looks, it's time to experiment with bold and warm hues. From deep plum to rich maroon, these shades are perfect for the season.





DIGITAL FIRST

BEAUTY blast

While the lockdown cost many their businesses, it was also a time for brands to innovate. With retail outlets and salons showing radio silence, brands took the opportunity to explore virtual platforms. From digital product launches to virtual try-on tools, they started to follow the digitalfirst approach. Interestingly, a segment of consumers indulged in revenge buying—a retail behaviour explained as 'shoppingstarved' consumers indulging in online buying. This behaviour, coupled with more time on hand, gave the demand for personal grooming and at-home skincare products a push during the lockdown. As a result, many brands forayed into the digital space through several different tools and features.

VIRTUALTRY-ON BEAUTY TOOLS

Shopping for beauty products is largely experience-based. As roaming the beauty aisles and swatching products seem like a distant dream, 'experiencing a product' has now gone virtual. For those who loved to swatch products to check the shade and pigment, these virtual try-on tools have come as a relief in the times of COVID-19.

For instance, Lakmé India's Virtual Try It On website feature lets you try on lipstick, eyeshadow, and mascara. You upload your photograph, choose the category, select the product to try, and pick a preferred shade. Similarly,

FROM DIGITAL PRODUCT LAUNCHES TO VIRTUAL TRY-ON TOOLS, **BRANDS STARTED TO FOLLOW THE DIGITAL-FIRST APPROACH.**

L'Oreal Paris lets its customers try hair colour virtually. It also offers you an option to upload your photo, or use a live cam for instant swatching. Benefit Cosmetics offers the Benefit Brow Try On Experience, which lets you choose your brow shape and shade to ace a natural look. Another beauty brand that has aced the virtual try-on tool is Maybelline, which helps you find your perfect foundation and concealer shade.

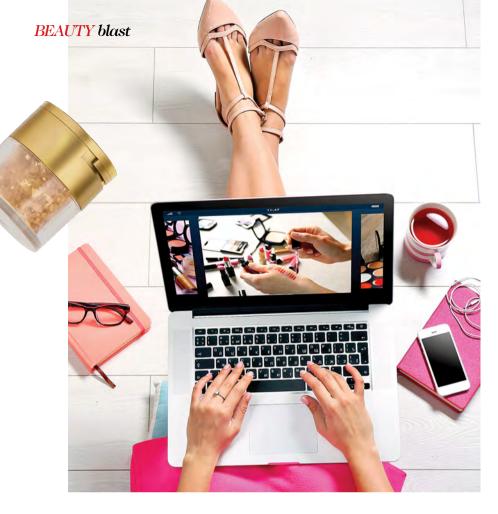
Virtual try-on tools aren't new, they have been a part of the beauty industry for a few years now. However, the pandemic brought them into the spotlight. Also, with advanced technology and face-mapping features, the efficacy of these tools has increased.

ONLINE CONSULTATIONS

If there is one thing people have started following religiously during the lockdown, it is a skincare routine. Brands and cosmetic clinics took a cue, and were quick to launch their online consultation services.

"With the pandemic, the entire experience of visiting a store, and consulting with the in-store expert came to a pause," says Simi Dewan, Country Head (DGM), L'Occitane India. "With our WhatsApp chat service, people can seek advice from our experts to pick products based on their requirements—all from the comfort of their home." To elevate this, the brand has launched one-on-one video consultation sessions with experts.

Beauty giant Kiehl's, too, has an online chat feature that helps customers purchase products after a consultation with its in-house >



A DETAILED ONLINE CONSULTATION PRIOR TO THE PURCHASE **CAN HELP SAVE TIME, MONEY AND MAINTAIN SKIN HEALTH.**

skincare expert. The customer has to provide details such as skin type, concerns, problems, and focus areas to help the expert chart out a specific routine with discussion on products she is already using. Then, the expert can guide you more on the ingredients of the product.

Jumping on the bandwagon, brands like Forest Essentials and Kama Ayurveda have also recently launched their online consultation portals. Apart from speaking with the expert, Forest Essentials lets its customer do a *dosha* consultation. Similarly, experts at Kama Ayurveda, through e-consultations, suggest solutions for holistic wellness

to maintain beauty from the inside out.

As one might invest a considerable amount of money in skincare products, a detailed online consultation prior to the purchase can help save time, money and prevent possible harm to the skin. Kaya Clinics also helps its clients take an e-consultation through its various platforms. "Kaya expert dermatologists are available for video consultations on our toll-free number and also on various online platforms," says Pooja Sahgal, VP & Head, Marketing, Kaya Clinics.

CONTACTLESS SFRVICES

As beauty shopping adapts to the new normal, in-salon skin and hair services, too, have gone through a transition with the introduction of



contactless services.

For an industry that runs majorly on the element of touch, going contactless is a life-altering but much-needed change. "All our services have resumed, and they are being offered under controlled safety measures," reveals Sahgal. "Taking into account customers' apprehensions, we had introduced special services to cater these particular needs." The facial category, she points out, is the one that poses the maximum challenges—it generally involves full contact and also extensive massage. As a solution, no-contact facial services were introduced, using only tools and robotic hands.

Commenting on the topic, Vijayendra Sinha, Regional Business Head at JCB Salons India, says, "We introduced innovative new services post lockdown like waterless manicures and pedicures. It is a part of our initiative to reduce skin contact for most of our services." The salon chain has made a special effort with nail services as well. "We've got our partner brands to certify that their nail lacquers and paints do not lead to the transmission of viruses or infection," Sinha explains.

Apart from contactless services, salons have also started to focus on in-salon virtual skin and scalp diagnosis. While this gives the client a chance to discuss her concerns face-to-face with the expert, it also provides a safe medium (through an app) to achieve a no-touch diagnosis. Several skin and hair care brands have partnered with salon chains to promote the use of their virtual apps, with which diagnosis can be made with restricted contact.

Femina reader service

1 I have undergone Rhinoplasty three times with the last one being four years back as my nose was big in size and flat. But after the surgeries only the flatness is a little reduced but the size is same. I want to know whether I can do a revision Rhinoplasty to make my nose narrow from top to bottom and side to side.

- Monica Dsouza, Mumbai

Ans. Rhinoplasty is one of the most redone procedures worldwide with the redo rate of 15-50%. It is usually a "See one, do one" scenario. In order to have a successful outcome it is very important that the patient as well as the treating surgeon are on the same page. While your description, does convey a great deal of information to me and since I practice evidence based surgery it is imperative that you send me photographs of the nose from all views or come and meet me in person.

Your concerns can be addressed and it is possible to achieve a narrower nose but one must have realistic expectations, failing which disappointments can be expected. 50% of my practise is to undertake corrective cosmetic surgery for people who have not achieved the expected outcome in a different centre. For an outstanding result, an in depth discussion with a skilled and experienced surgeon about all of the issues is required.

2 I am 40 years old female, house wife with three children. I do all the household work and have no domestic help. Off late I am very conscious about my hands which look aged and lifeless. Please let me know if there is anything that can be done to make my hands look younger.

- Kiran Singh, Agra

Ans. The two telltale areas where aging is apparent is the face and the hands. While most people may not have noticeable differences some do. Handling of caustic agents during the cleaning of utensils and clothes may hasten the aged look of the hands. The aging changes in the hands are a cumulative effect of loss of volume causing visibility of the veins and tendons and generally a poor tone and texture of the skin. You can start off by moisturizing your hands with Vaseline and keeping them covered with a cotton sock overnight which will bring about softening of the hands in a few weeks. You should also use rubber gloves while washing the utensils and clothes. From a surgical stand point of view treatments such as FAT/ STEM cell grafting to the hands with staged chemical peeling after appropriate preparation of the skin have been proved to be useful.

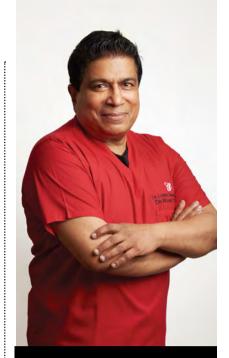
3 I am a 35 year old happily married, successful professional woman but disturbed by the sudden changes that I have noticed on my face. My face

has started looking very old after I intentionally lost about 15 kgs weight. Could you please suggest some nonsurgical options to improve my appearance along with the downtime?

- Sohini Rastogi, Surat

Ans. The changes on your face making your face look older have been initiated by the significant weight loss and associated volume loss of your face. The 'deflation syndrome' which affects face as well can be appropriately restored with non-surgical measures. I undertake the World's most powerful nonsurgical facial rejuvenation procedure called the 'Thomas LLFR LiftTM ' as a lunch time procedure. This is a combination of procedures which has to be customized to tighten your midface, jawline and the neck. These combination therapies bring about improvement not only in restoring the volume and picking up the droopy skin but also provide glow to the overlying skin. Please keep in mind that non-surgical options are temporary and can only achieve a very limited improvement. If you expect a dramatic improvement which lasts for many years then you may have to consider a Minimal Access MACS facelift pioneered by me in India. You can come and meet me in person to discuss in detail about the procedures.

4 I just returned from Europe and have found that Immunity booster



DR MOHAN THOMAS, MD (USA), FACS (USA).

Leading Cosmetic and Laser Surgeon, Visiting Scholar Mt Sinai Hospital (New York) and Consultant, Breach Candy Hospital, The Cosmetic Surgery Institute, Mumbai, answers your queries related to cosmetic surgery. Send in your queries to femina@wwm.co.in /info@csisite.com

Injections are a big rage specially after the COVID infections. Are such injections offered in India and if so how safe are they?

- Zeba Shaikh, Guwahati Ans. Modern lifestyle and our busy schedules have made us unhealthy and our systems are not performing to the best of their ability due to deficiency of various micro nutrients, minerals and vitamins. Replacement of these essential nutrients as supplementation can boost your energy levels as well as improve your innate immunity. We are the first one to offer this in India and is in keeping with our mission which is Immunity, Longevity, Wellness and Beauty. Picking the ingredients is not a mechanical job rather requires specialized training and assessment by atleast a specialized Physician as these infusions have to be titrated based on individual requirements and whenever possible bio-identical supplements have to be used.

Ayurveda EMPRESS

SHAHNAZ HUSAIN, Chairperson & Managing Director of the Shahnaz Husain Group, shares insights from her colourful and trailblazing journey



hahnaz Husain started her first clinic out of her small South
Delhi flat with a loan of ₹35,000 from her father. She had trained in beauty, when her husband was posted in Iran, and despite being trained in western beauty treatments and techniques from impressive training institutions, she decided to go the Ayurvedic way after she came

across instances of damage caused by chemical treatments. Her aim was to find natural and safe alternatives. Today, the Chairperson & Managing Director of the Shahnaz Husain Group has crafted nearly 375 formulations for beauty, skin and scalp disorders, health, and fitness. Over to the multi-award-winning trailblazer.

You are a case study and and a subject at Harvard Business School...

I spoke at Harvard Business School on how I established an international brand without commercial advertising, becoming a case study on Brand Creation. Now, I am a subject at Harvard for 'Emerging Markets', in recognition of the international market I have created for Ayurvedic beauty care.

Have you launched any new products post COVID-19? What about online shopping/e-commerce?

We have launched our herbal Germ Fight Series of hand sanitiser, hand wash, face wash, hand moisturiser, and *chyawanprash*. Other products will be launched soon. Containing natural germicidals, they provide safety and protection. There is a 30 per cent increase in e-commerce through content-marketing on our website, social media, and regular channels.

Have you thought about applying artificial intelligence?

Artificial intelligence (AI) is ideal for us, as our Ayurvedic beauty treatments are customised. We can prepare a data base, taking individual details into account, like country, climate, skin tone and texture, allergies, blood picture, past and current treatments, etc. AI helps in formulating custom-made product for each individual, according to personal skin or hair profiles. The customer can buy a personalised product online. In a world dominated by 'Artificial Intelligence', 'Ayurvedic Inheritance' is India's gift to the world.

What is the biggest challenge you faced in your career?

Entering the international market was my biggest challenge. I attended international beauty congresses on my own, speaking on Ayurveda and trying to popularise Ayurvedic beauty and care. I participated in the Festival of India in

"I have always had a positive attitude towards life. I always look ahead with

optimism and never rest on my laurels. I always look for another frontier to cross."

London in 1980 and was given a counter in the Perfumery Section at Selfridges. It was not easy. With international cosmetic empires pumping billions of dollars into a hysterically mad cosmetic industry, selling youth and dreams in bottled jars, there I stood up and sold India's ancient civilisation in a jar. To everyone's surprise, the entire consignment sold out in three days, breaking the store's existing cosmetic sales records. From there, we moved on to Harrods in London, Galeries Lafayette in Paris, the Seibu chain in Japan, La Rinascente in Milan, and El Corte Inglis in Spain. We have experienced the increasing demand for Indian Ayurvedic products across the globe.

What do you feel are your personal qualities that helped you become such a successful entrepreneur?

I have viewed challenges as opportunities, with my desire to excel, my relentless determination to succeed, an iron will, steel grit, and sheer hard work. My creativity and spirit of innovation have been important factors to propel me towards success. I believe that one should never stop trying. If you never stop trying, you cannot fail. I also believe that nothing is impossible. There is no such thing as destiny. You can be what you will yourself to be. You can make your own destiny.

What is your contribution to corporate social responsibility?

I wanted to make a positive contribution towards empowering the less privileged and physically challenged. I started my free beauty training courses for the speech, hearing, and visually impaired, as well as for acid attack survivors, to make them financially independent and self-reliant. I also wrote a book on beauty, which has been put into Braille. We have contributed to government skill development projects by training and certifying over 40,000 under-



RECENT JEWELS IN HUSAIN'S CROWN

2018: Award for Excellence in Regent's Park, London for her innovation of Chemoline Range for cancer patients

2018: Confluence Excellence Award in the British Parliament for pioneering Ayurveda worldwide

2019: Ayurveda Excellence Award in the British Parliament

2019: IWES Award for Entrepreneurship and international contribution to Ayurvedic beauty care

2020: Iconic Entrepreneur Award from FICCI FLO

2020: Kotler Excellence Award from World Marketing Summit

2020: New York-based IWEC Foundation Award for Global Woman Entrepreneur

privileged women. I also formulated the Chemoline Range for cancer patients, based on Ayurveda, to alleviate the effects of chemotherapy and radiation on the skin and hair. The products are given free of cost to cancer hospitals in India and abroad.

What is your philosophy of life?

I have always had a positive attitude towards life. I always look ahead with optimism and never rest on my laurels. I always look for another frontier to cross and another mountain to climb. My philosophy of life has also been, 'Do your best and leave the rest to the will of God.' This total surrender to the will of God has helped me to stay grounded and face insurmountable tragedies with my inner strength. Happiness and sadness, success and failure, are different aspects of life. They are transient, ever-changing. What remains constant is inner spiritual strength.

How do you want to be remembered?

I want to be remembered as someone who fought for the recognition of Ayurvedic beauty care worldwide with a crusader's zeal. I have been given many sobriquets, like 'India's Beauty Ambassador', but I want to be remembered as somebody who put India on the world beauty map; the kind of woman who succeeded in life in the face of insurmountable odds; who lived to serve her country and would never be born again.

STAR-STUDDED AFFAIR

The Femina X Grazia Virtual Beauty Carnival was filled with so much fun and fervour! Eden Noronha reports



elebrating the successful launch of the Femina X Grazia Virtual Beauty Carnival, we recall all our exciting interactions with the industry's most coveted names. Powered by your favourite beauty and lifestyle brands, the Femina X Grazia Virtual Beauty Carnival made its debut in November 2020. The event brought to you all the latest on the beauty scene from your favourite Bollywood celebrities, international artists, and our very own celebrated beauty industry moguls.

In commemoration of those fun beauty sessions, we would like to give a big shout out to and thank all of our brand partners who extended their support in helping this digital beauty carnival blossom. Our beauty and lifestyle partners feature Upakarma Ayurveda, The Body Shop, Moroccanoil, Power Gummies, MyGlamm, Schwarzkopf, Kerastase, Pulp, pH, Estuary, Daniel Wellington, Benetton Perfumes, Evolvere, and Philips.

The headliners at the Femina X Grazia Virtual Beauty Carnival were none other than B-Town A-listers, both actors and hair and makeup artists, alongside acclaimed international artists as well in order to give you an all-round perspective on how the beauty industry is thriving and evolving in the times we are living in.

The event was graced by big names such as





actor-turned-beauty entrepreneur Kartrina Kaif; celebrity-favourite MUA Mickey Contractor; Bollywood star and fitness enthusiast Jacqueline Fernandez; fresh-faced beauties like Alaya F. and Janhvi Kapoor; fashion and beauty entrepreneur Masaba Gupta; renowned celebrity hair and makeup artist and Youtuber Shaan Muttathil; international celebrity MUA Lisa Eldridge; Dior's international pro-team MUA Ralph Lteif; award-winning celebrity dermatologist and author Dr Jaishree Sharad; international model, entrepreneur and fitness influencer Diva Dhawan; celebrity and bridal MUA Sonic Sarwate, beauty blogger Debashree Banerjee; fitness expert Nawaz Singhania; CEO of Lakme



celebrity aesthetician Dr Kiran Lohia; founder of VLCC Vandana Luthra; and actor, director and producer Shriya Pilgaonkar.

From amazing contests that had lucky winners take away exclusive prizes to engaging interactions with celebrities and professionals that left us enlightened on the trends and tribulations of the beauty industry during the new normal, the Femina X Grazia Virtual Beauty Carnival came to be the hub

celebrity fitness instructor Samiksha Shetty;

for sharing ideas and learning from the cream of the industry on how to navigate the future with our best foot forward.



HOT RIGHT All that's fresh and fun

on the beauty shelf

FLAWLESS SKIN

innisfree

Jeju Root

Energy Mask

Combining skincare and makeup, Shiseido Makeup provides formulas that give natural and flawless finish. Recently added to its range of products is the Synchro Skin Self-Refreshing collection. Consisting of seven products, two brushes, and 73 shades, the products feature weightless formula that feels like a second skin. The range is developed with a special technology that resists humidity, diffuses light, and absorbs oil. Price: ₹2.400 onwards Find them at: Parcos and select



department stores

FLORAL LOVE

If feminine floral fragrances are your scent of choice, Perfect Marc Jacob could be your ideal pick. With notes of rhubarb and daffodil, almond milk at its heart, and subtle hints of cedarwood and cashmeran, this modern yet bright fragrance is the season's perfect choice!

Price: ₹6,050

Find it on: E-comm platforms like Nykaa, Sephora and Shopper Stop



CHLIEIDO

innisfree

Jeju Root

The cult-favourite makeup brand, Charlotte Tilbury, was recently launched in India. From makeup to skincare, the Indian market can now experience some of the brand's iconic products. Ahead of the launch, Charlotte Tilbury has also unveiled a look wardrobe with 10 beauty looks for the Indian consumer to take inspiration from. Get ready to experience luxury!

Price: **On request**Find it on: **nykaa.com**



Energise your skin with Innisfree's new Jeju Root Energy sheet masks. Infused with the goodness of root vegetables grown in the volcanic soil of South Korea's Jeju Island, these sheet masks come in eight variants. Vegan and with five different hyaluronic acid complexes, these biodegradable masks wake the skin up while soothing and calming it.

Find them at: Innisfree stores

GLISTENING GLOW

Homegrown brand Ras Luxury
Oils recently unveiled its limited
edition Radiance Beauty
Boosting face elixir with 24k
gold. Unleashing the benefits
of gold known to Ayurveda, the
oil aims at boosting the skin's
radiance. With a formulation
of rosehip, pomegranate,
frankincense, saffron, and
calendula oil, the elixir has
anti-inflammatory and
medicinal properties.

Price: ₹2,990 Find it at: rasluxuryoils.com



REALITY

he lockdown period started beautifully for me; I spent quality time doing art and cooking with my teenaged daughter," says IRS officer Aman Preet, who is currently working in New Delhi as the Joint Commissioner in the Income Tax Department. A few days into the lockdown, though, she was approached by her friend, fashion designer Prival Bhardwai, and her husband, Ashish Tripathi, to accompany them on an essentials distribution drive. Sanitary napkins were also apart of the distribution kit, and, hearing the stories of the women recipients changed the lockdown, and life, for Aman.

The 2010 batch officer, who was born and raised in Ludhiana by parents who worked with the police department and the government, had not had a brush with the vagaries of life until she met these women. "I did not know how to react when I heard

them say they had never seen a pad, let alone used one. It was an unthinkable luxury, since the limited





NEEDED. PERIOD.

IRS officer **AMAN PREET** was shocked to hear of the problems that daily wage worker women had with accessibility to <u>sanitary napkins</u>. Today, the 'pad woman' has distributed over 12.5 lakh pads across 17 states, finds **Shraddha Kamdar**

"I did not know how to react when I heard the women say they had never seen a pad, LET ALONE USE ONE. IT WAS AN UNTHINKABLE LUXURY."

funds they were spent on groceries." Each woman's story boiled down to one thing: there were too many other financial problems to think about—considering daily wage workers often went for days without a proper meal—so the monthly essential was not one of them.

The restlessness that Aman experienced that day had her tossing and turning every night until she called Priyal to say she wanted to take this distribution drive across the country.

Over time, Aman realised accessibility was a huge issue. "The first list of essentials during the pandemic did not include sanitary napkins, so availability was a problem, and this led to hoarding and hiking of rates," she points

out. Stories of girls writing to the authorities came out in Punjab; the girls would get free sanitary napkins in school, and, now, with schools shut, they had no access to them. That's when Aman started tapping into her network in Punjab and requested volunteers who were distributing food packets and rations to add pads to the kits. She also mobilised the donation of these pads.

The idea spread through word of mouth and then organisations like the Rotary and Lions Club started joining in, among other NGOs as well, and she was able to reach 14 districts in Punjab. IPS officers would also call her and ask her to conduct similar drives in their districts. The wheels were moving, and a statement she had heard and always wanted to believe in started coming true: "Once you start something, people join in."



country, WHERE

ONLY ABOUT 36%

WOMEN USE PADS

DURING THEIR

PERIODS."

EYE OPENERS GALORE

Since then, Aman has tapped into her vast network of batchmates and colleagues from all the services, and has reached 17 states, distributing close to 12.5 lakh pads. "This problem is not limited to the times of the pandemic," Aman says. "Those in authority need to get involved in easing this out for women across the country, where only about 36 per cent of women use pads during their periods."

Over the period of the pandemic, Aman tried to reach out in whichever region she could, and, where she could not, she received heart-wrenching videos of women's stories and problems. When a woman in West Bengal received the packet, she requested the volunteers to send Aman a message that they did not even have a rag to use because their homes had been destroyed in the cyclone.

In Arunachal Pradesh, the terrain is so rough that even police vans take 48 to 72 to hours to reach the remote areas. So, they took a call to set up vending machines. In a matriarchal society like theirs, the stigma was not the problem, lack of availability was.

That was different from the situation in Haryana, where a lady narrated that, when she had left the cloth she used as a pad to dry after it had been washed, she had been beaten black and blue by her motherin-law because it was deemed a bad omen. In several agrarian societies, even today, women are not allowed to work during their periods, and are confined to a 'menstrual hut' where they are isolated, and are not to be touched.

Once, in a video, Aman saw a volunteer opening the pack, and showing the pad to the women during a drive. The reason? The women had seen pads on TV several times, but never once in real life. That was the first time they could touch and feel the product, and this is 2020!

Based on her experiences, Aman says problem areas boil down to three: Lack of availability, cost and affordability, and the social stigmas and taboos attached.

"Even the male officers present on information drives often get uncomfortable with the topic. We need to get to the level of these women and ease the topic in. I start with saying, 'I use pads, how many of you do?' Often, women who brought their daughters to camps for the additional ration they would get would promptly send them home at the mention of the word 'menstruation'. In Rajasthan, when we distributed pads, women said they would have to throw away the ration as well, because it was considered adulterated due to the presence of the pads. The mental set-up is such that taboos attached don't go away fast," she says. For Aman, now, creating awareness has become as important as distribution, and she hopes that the drives continue long after the pandemic. She is grateful that the lockdown did the job of making the problem visible to her and the others as 'privileged' as her.

In fact, family in Ludhiana, who used to never mention the topic in the home, are freely distributing pads to whoever shows up at their doorstep now! That's the change Aman Preet hopes to see.

Working the



Having created a platform to help people create better lives for themselves, **NATASHYA COUTINHO** talks to **Aishwarya Acharya** about her philosophies, passion and vision for her company

eading a company with over a hundred people is by no means an easy task to accomplish, especially a company that strives towards ensuring the wellness of its clients. Managing Director and CEO of Luke Coutinho Holistic Healing Systems (LCHHS), Natashya Coutinho handles that role effortlessly. Long before the pandemic pushed everybody behind desks and computers, Coutinho was running a wellness company that had already adapted to the work-from-home culture to which we are now accustomed. She has worked as a soft skills trainer and trained sales teams at IBM as its global manager, but Coutinho believes she has finally found what brings out the best in her —guiding people to a healthier lifestyle. Excerpts from the interview...

What is your food philosophy? I don't necessarily have a philosophy when it comes to food. Personally, I think it's about listening to our body, and maintaining a good balance and moderation in the food we eat.

There's been a lot of focus on clean and

sustainable eating especially due to the pandemic. Why is it so important?

If there is any positive learning that we have seen during the pandemic, it is an increased attention to one's health and wellness. Pandemic or not, it's important that we eat clean and sustainable food. With everything that we are exposed to today, be it pollutants either through the environment, pesticides and chemicals in food, or the cosmetics that we use, there are things that we can't control, but there are also things that we most certainly can. Food is definitely one of the things we have a direct control over. If we can feed our body with



"Pandemic or not, it's important that we eat clean and sustainable food. If we can feed our body with clean, good-quality food, it will only have a positive effect."

REALITY interview

clean, good-quality food sourced from the right places, I believe it will only have a positive effect.

Leading a team of over a hundred people can pose its own challenges, especially when working from home. How do you overcome those?

Working from home has more advantages than disadvantages, but some of the challenges we have faced are that some of our employees feel isolated, disconnected, overworked, and are sometimes unable to manage a balance between work and personal life.

The one thing that has worked really well is helping the team prioritise what is urgent and what is important. For instance, meetings and training sessions that are not the need of the hour can be put on hold during such times.



"At LCHHS, it's all about passion.
We look for people who have the same passion and who will be the driving force of our organisation."



You have a strong and diverse panel of experts available for consultations. What is that one factor you look for when bringing experts on board?

At LCHHS, it's all about passion. We look for people who have the same passion and who wi

people who have the same passion and who will be the driving force of our organisation. Skill is something that people can be trained in and can learn along the way, but, if they don't have the right mindset, we know that the relationship won't really work for us in the long run.

Being in the wellbeing business, how do you distinguish between wellness and wellbeing?

To me, wellness and wellbeing are really two sides of the same coin. You can't really talk about them as different from each other.

What is your vision for LCHHS?

To have it grow in diversity. I am very proud of the fact that over 90 per cent of our employees are women, some of the most hardworking, driven individuals I have met. To see how well they manage their work as well as their family lives is absolutely commendable. I would like to continue our journey towards strengthening and empowering women and other individuals towards helping them meet their goals and dreams.

What is your advice for budding start-ups in the wellbeing space?

My advice to anyone who is in the start-up space, wellbeing or otherwise, is to first understand the goal and vision of the company. Align that with your strengths, and reach out to seek help in areas you don't have expertise in. That was indeed the biggest learning for me. It took me some time to realise that, if I wasn't able to do a particular task well, it probably wasn't my strength; I should get someone who specialises in that field. It's not always easy to don all hats, so, sometimes, we need to hand over that role to the expert who can.

If you were not doing what you do, what would you choose to do?

Before LCHHS, I thoroughly enjoyed my previous job at IBM India. If I had to go back to any other role, it would probably be that one. If I were to think of a new career option, I would most likely start a little café or bakery and experiment with new foods, since I enjoy baking a lot.

Woman of the Moment

DR MALINI SABA, Founder & Chairman, Saba Group, is working to make a difference through her philanthropic endeavours. In a candid chat, she talks about causes close to her heart, empowering women, and breaking stereotypes



ounder and helmswoman of Saba
Group, a company that employs over
5,000 people, operates in over 20
countries and comprises 15 companies
across 10 verticals, Dr Malini Saba
has helped millions of underserved women and
children with her philanthropic efforts. Read on
to know more about how she's effecting change
across the world, her passions, and more.

You're one of the first self-made billionaire women. What is your advice to women on pursuing their passions?

I understand the plight of women in a male-dominated world. I want women across the globe to never take no for an answer. They should believe in what they do and take control and ownership of their professional paths by expressing themselves clearly. They need to be advocates for their own interests. I would say to them: Be an iron fist in a velvet glove and never lose your femininity. Life is a journey we must learn to savour, cherish, and embrace with gratitude.

During my life, I have met the best minds and the worst, dealt with frauds and cons, been fooled and bullied, and been sexually harassed and assaulted. Yet I am standing tall to inspire others.

You launched Anannke Foundation with the aim to help at least one billion people. Tell us about it.

Anannke Foundation is an advocate for those who are being marginalised, and focuses on healthcare, education, and advancement of human rights. We arrange global food drives, fund scholarships, build schools and provide healthcare facilities.

What have been some break moments in your career?

I allowed the wrong people to join me as partners. People are good and fluffing hot air that they have experience and talent only to find out they have no clue. One sole advice I would give, choose your partners well—make sure you do a police check on teams you hire and be yourself when you are talking about your company.

You hire only women to create a new culture in male-dominated spaces. What changes do you think need to be brought about?



should get maternity leave, so should men get paternity leave. Sexual harassment laws need to be tightened.

Tell us about the challenges you faced when breaking gender stereotypes.

I think most of us face the same hurdles-getting the respect in an all-boys club without exchanging favours, holding your own and standing firm for your values, and creating your own unique style.

Tell us how you unwind.

I love horror movies, ones with ghosts—I bingewatch them! It might sound weird, but these movies are so brain-numbing that they're the best thing to watch after a stressful week.

What do you like to indulge in?

I love Indian and Italian food. Travel is important to me; I love beautiful places and 5-star hotels. When it comes to designer apparel, I am loyal to Louis Vuitton and Ritu Kumar.

If you could change one thing about the world overnight, what would it be? That there would be enough food in the world and no one would go hungry ever.

Tell us one thing you're willing to change about yourself or are working on?

I love everything about myself; after all, it took me 40 years to get here! I've been in situations where I've had no money, home, or food, but

"I've been in situations where I've had no money, home, or food, but sheer determination. I made it because I believed in my infinite potential."

> sheer determination. I made it because I believed in my infinite potential.

How does Saba Entertainment Group work to bring out women's stories?

We have to be each other's champions and heroes, and support each other. Media plays an important role for the development of society, which is why when it comes to Saba Entertainment Group, we produce, partner, or invest in empowering, multicultural, and women-centric content in television, film, and music, sports, media, apps, and multimedia.

We're on the brink of the New Year. What will 2021 be like for Malini?

I can't wait for 2021! I think it will be similar to 2020—I'll be launching new business verticals, I'm prepared for it, but I'm also going to chill and move with the flow. Be happy and understand that there is a bigger plan for us all and we have to wait to see how it all unfolds.

INTERNET'S FAVE STAR: SALONI GAUR

Nazma *Aapi* is a crowd fave on Instagram. Ainee Nizami chats with the brain behind the character, Saloni Gaur

f vou're on Instagram, there's little chance that you've not come across a video of Nazma Aapi giving her woke-often sarcastically hilarious—opinion on everyday issues. We caught up with her creator, Saloni Gaur, to find out about everything that happened on her way to becoming the Internet's fave star.



HOTOGRAPH: 9

You've had quite a journey. Tell us how it feels.

It feels amazing, and I never expected that I would someday get my own show (*Uncommon Sense with Saloni*). I used to dream about performing in front of a large audience and, now, with this show, it sure feels like a dream come true. And the journey toward this show is equally amazing as I'm getting to work with my dream team.

Nazma *Aapi* is a name pretty much every *desi* Instagrammer knows. Tell us about her. How was the idea born?

Nazma Aapi's character was born in an hour. I am from Bulandshahr, a city in western Uttar Pradesh, so the dialect that I use for Nazma Aapi is widely spoken there. But I used to think that it was something specific to Bulandshahr and that, if I made something with this dialect, people wouldn't understand what I was saying. But, then, I visited old Delhi, and I got to know that

a lot of people speak in this dialect. So I decided to use the same dialect, and, then, I was thinking about a name that would sound familiar, and I decided that it had to be Nazma. So that's how this character was born.

You've successfully aligned your humour with social causes...

I keep reading about all these things. I was a college student studying political science when I started. I used to read many newspapers, so it started coming naturally into my videos. And I also believe that, now that I have a large audience, I should speak on issues I believe in.

We'd love to know your fave content creators on Instagram.

If I had to pick five, I'd say Srishti Dixit, Kusha Kapila, Shubham Gaur, Saumya Sahni, and Aapka Jags (he's a YouTuber). >



INTERNET MOMENTS OF THE MONTH

Shilpa Dubey deep dives into the dotcom world

FINALLY, HOME!

The internet is a Pandora's Box of the lost and the found. In the last edition, we told you about how an Indian woman who lives in Pakistan reconnected with her family after 77 years, all thanks to the worldwide web of wonders. Here's another heartwarming story of another woman, 94, who was reunited with her family after 40 years. Panchfulbai, a resident of Maharashtra's Parsapur, who is said to be suffering

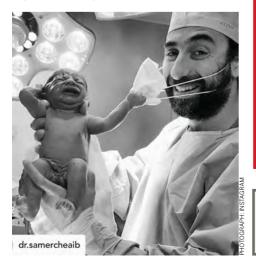
from mental health issues, was found on a highway near Madhva Pradesh's Damoh district some four decades ago by a truck driver named Israr Khan. She was in a tattered state, stung by bees, hungry and barefoot. Then in her 50s, she could barely explain her whereabouts to anvone, but the kind truck driver and the community took her in, while keeping the search on for her home. Over the years, they tried everything

they could, but, with barely any information from Panchfulbai. they couldn't find any lead. All this changed when, during the lockdown, she. one day, told Khan about a village called Parsapur. Khan could locate the 94-year-old woman's family, who immediately identified her as their granny via a video, but couldn't come and pick her up due to the lockdown. As soon as the lockdown eased, her grandson came to take her home.

SMALL WONDER

The coronavirus pandemic has changed the way we perceive closeness, proximity and human touch. But how do you explain that to a baby?

During a time when wearing a mask is imperative to keep the pandemic in control, a baby did the unthinkable: minutes after he was born, the baby boy removed the doctor's mask with his teenytiny fingers, letting the medical expert show his relieved, wide-grin smile to the world.



SUCH MOVES, MUCH WOW!

Doctors, healthcare professionals and frontline workers are and have been the real heroes of this pandemic. No questions about that. Through all these tumultuous months of uncertainty. a doctor danced his wav into our hearts. and how! To cheer his patients up, an ENT surgeon from Silchar Medical College, Assam, danced in front of COVID-19 patients. This gesture by Dr Anup Senapati met with widespread applause on social media, and came with a request to dance together from Hrithik Roshan himself.



OTOGRAPH: TWITTE



Femina on Instagram has crossed the 3M mark, and we are stronger than ever! Follow us for your daily dose of beauty, fashion, entertainment and more. FOLLOW FEMINA.IN

Facebook: Femina Woman Twitter: Femina India Instagram: Femina India Youtube: Femina India



A strong foundation

This Delhi-born, Malaysia-based dynamic woman notes that her parents are different in many ways. "There was a typical South Asian emphasis on education, but my father, in his usual enlightened way, was invested in educating my sister and me as much as our brother, if not more so, which is rare for a Rajput father." Her father encouraged her to push boundaries and always aim higher. Speaking about the biggest milestones that were game changers for her, she shares how Meenakshi Gopinath, the principal of Lady Sri Ram (LSR) College, New Delhi, heard her play the violin, and, on seeing Dr Bais's scores, pointed out that she was 'LSR material'. "Hence came my admission to this amazing feminist college," Dr Bais recalls. She went on to work as a video jockey at MTV India, which is when she got her first real inkling about her natural ability in front of the camera and for impromptu speaking. Her next milestone was becoming a Young Global Leader of the World Economic Forum, which meant "I no longer had to dim my light to make others feel comfortable; I could shine as brightly as I wanted to, and be cheered on by like-minded peers."

"My father, in his usual enlightened way, was invested in educating my sister and me as

my sister and me as much as our brother, if not more."

Shattering glass ceilings

While some might raise a brow at a person who is an international psychology trauma specialist and also a supermodel, Dr Bais is quick to respond. "We are conditioned to pigeon-hole things, ideas, and people... especially women. If you're beautiful, you must necessarily be dumb; if you're intelligent, you must be frumpy. I like the shock and awe I invite by being a model with a PhD. Why not explore all that catches your interest and be open to new experiences?" she questions. "Modelling is not something I pursued; it came to me, and it would have been utterly ridiculous to not try something that millions aspire to.



I could see how lucky I was, and I haven't ever taken it for granted." A doctor, model, activist, founder, director and consultant psychologist at Fourth Dimension, and the Director of Amnesty International... how does she balance it all? "I simply do what I am guided to do," she says, matter of factly, "Nothing more, nothing less."

She was the youngest chair of Amnesty International Malaysia, and went on to be a part of Amnesty International's International Board. Speaking about how Amnesty has dealt with the novel coronavirus, she reveals, "Amnesty had a rapid response in terms of analysis about how COVID-19 was affecting the world. That included >



"The pandemic has shown us the sheer importance of mental health.

Now, psychology as a science is viewed alongside 'hard' sciences."

research and calling out G20 countries to ensure that COVID-19 recovery measures tackled global poverty, inequality, and the climate crisis, to check whether the crisis was obliterating the right to privacy, that LGBTQIA+ people were not left out of the COVID-19 response, and that healthcare workers' rights to protection were not being ignored. For example, in Egypt, healthcare workers were forced to make an impossible choice between death or jail."

Mind mapping

Did the pandemic affect her energy and spirit? "No, and that I believe is for two reasons: first, I am immensely privileged and that karma or luck is highlighted during these times; I have nothing but gratitude for that," she says. "Second, what has given me immense joy has been the ability to be agile and pivot in such a way that I have been able to keep up, and provide even more mental health therapy appointments with people from around the world, while also doing pro-bono mental health sessions for healthcare workers. This is especially the time to be kind and present for one another in both personal and professional capacities, wherever and however possible."

Speaking of mental health, the expert notes, "Governments need to focus on psychology and its analysis, understanding, and applications." She wrote an op-ed for the World Economic Forum calling on governments to integrate psychologists into their advisory panels to help with everything from messaging that does not create panic, to a mental health strategy plan that creates a safety net for those who are most vulnerable. "One thing this pandemic has shown us is the sheer importance of mental health. Now, psychology as a science has a seat at the table alongside 'hard' sciences like physics and biology," she enthuses.

Dr Bais now looks forward to "writing a couple of books, and more fieldwork when the travel borders open, perhaps serving in Doctors without Borders." She also has a worldwide podcast coming up. The world, we know, will be listening.



The *Femina Urban Indian Homemaker Report* sheds light on what one of the biggest parts of the female population of the country thinks and wants. **Radhika Sathe-Patwardhan** reports

t Femina, we're always on the lookout for insights into our readers' minds. We started the All About Women Research Series a while ago to dig deeper into and to understand what Indian women want. In our latest installment—the Femina Urban Indian Homemaker Report—we decoded the life of urban Indian homemakers.

<u>Homemakers</u> today are confident, unapologetic, and active decision-makers,

who have deeper inspirations, and high aspirations. Femina, along with research partner Karvy Insights, took a sample size of 1,250 urban homemakers (200 Femina homemakers) and 250 husbands from Mumbai, Delhi, Bengaluru, Chennai, Kolkata, Patna, Lucknow, and Ahmedabad. The target audience was urban homemakers between the ages of 22 and 45 years, with or without kids. The findings were based on a small sample of qualitative interviews.

Here's what the report reveals:

Understanding the homemaker

The urban Indian homemaker has a positive self-perception, and views herself as more than just a housewife.

While they might feel undervalued and unappreciated by others, 80 per cent of the respondents see themselves as superwomen who do endless amounts of thankless work at home.

The 'Happiness At Home Index' showed that, despite all the challenges, general happiness and contentment among homemakers is high. The index was calculated based on self, support, and society.

Most of the respondents seek support from their mothers during the lows in their lives, while some seek inspiration from Bollywood celebrities and celebrity chefs. Most women aspire to a financially-stable future and academic excellence for their children, while some see money as a means to enhance their lifestyles.

Lockdown diaries

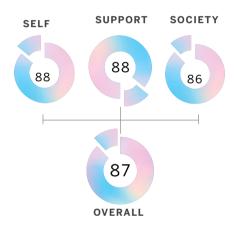
The novel coronavirus had a huge impact on everyone, including the homemaker. Her daily routine, chores, leisure, media habits, and her relationship with her spouse showed quite a difference from pre-COVID times.

Household chores remained the responsibility of the homemaker. The top three chores include cooking, taking care of children, and of the in-laws. Cooking and kitchen responsibilities are the most stressful tasks, but 33 per cent of husbands weren't even aware of kitchen-related stress and

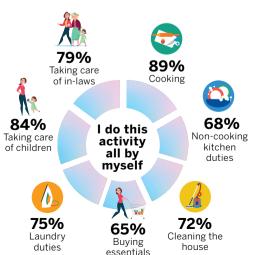


DESPITE ALL CHALLENGES, GENERAL HAPPINESS & CONTENTMENT AMONG HOMEMAKERS IS HIGH

3Ses OF HHI



WHEN IT COMES TO HOUSEHOLD CHORES, THEY ARE PRIMARILY DONE BY HOMEMAKERS THEMSELVES



80 per cent of the respondents see themselves as superwomen

who do endless amounts of thankless work at home.

stayed away from the kitchen, albeit being involved in other household chores.

Watching TV and online videos combined amounted to 54 per cent of leisure-time activities for the homemakers—56 per cent of the Femina homemakers engaged with video-streaming apps and 88 per cent with social media. While TV ruled the roost, with 92 per cent preferring it over other media, magazine readership saw an increase of 56 per cent, with homemakers reading magazines more than before.

Food and wellness

Experimenting with food and watching online videos are the top things explored during the lockdown, though a lovehate relationship between the homemakers and cooking was observed. On the one hand, it tires the homemaker; on the other, it acts as a stress-buster! Fifty-one per cent of homemakers experimented with food during the lockdown, and 17 per cent explored physical exercise disciplines like yoga and aerobics during this period.

Increase in the daily consumption of immunity-building items was observed across all markets. Homemakers in the metros chose packaged immunity boosters, while >

A CHANGE IN THE HEALTH AND NUTRITION CONSUMPTION BEHAVIOUR



Homemakers in metros chose packaged immunity boosters Homemakers in non-metros preferred natural immunity boosters



Preferred Ayurvedic remedies to fortify immunity

Increase in daily consumption of immunity-building items observed across all markets.

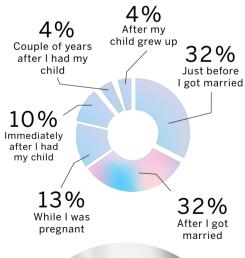
86 per cent men think women should be financially independent

irrespective of their husbands incomes.

homemakers in the non-metros opted for natural immunity boosters. Over two-thirds prefer Ayurvedic remedies to fortify immunity.

The lockdown affected both, mental and physical health, though mental health issues were more pronounced. Thirty-eight per cent of the homemakers noted deteriorated mental health while, with physical health, it was 27 per cent. The absence of a house help or housekeeper, an increase in expenses, increased time in the kitchen, a salary cut for the spouse, and kids' education

WHEN DID THE HOMEMAKER QUIT HER JOB?





formed the main factors affecting mental health.

Incidentally, 60 per cent of the *Femina* homemakers found no impact of the lockdown on their mental health. On a positive note, 72 per cent of homemakers saw their relationship with their husband improve amid the lockdown.

Homemakers and career

Thirty-three and 32 per cent of homemakers, respectively, quit their jobs to take care of the home, and their kids. Over one-third aspire to get back into formal work, though. Fifty-six per cent of these are looking for a job with a company or institution, 32 per cent want to become entrepreneurs, while 12 per cent are looking to join their family businesses.

Interestingly, while 86 per cent men think women should be financially independent irrespective of their husbands' incomes, the same percentage of women feels that family comes first and personal ambitions can wait. Men and women almost equally—at 80 and 81 per cent—feel that a homemaker, as against a full-time working woman, has to compromise on a lot of things.

The homemaker as consumer

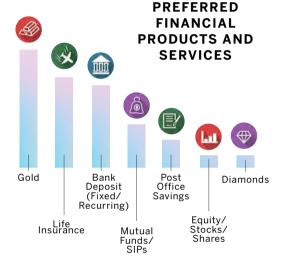
Social media trends and the e-commerce boom have made the homemaker better informed and more conscious of brands, apart from making the brands more easily accessible. Homemakers are excited by brand offers that get them quality products and savings. They feel that wearing brands offers them more social acceptance and respect.

While the pandemic>

70 per cent stay well informed on money matters,

but seek the insights of their spouse and friends

pushed homemakers into buying groceries online, they still prefer cash transactions for both, online and offline shopping. There was a 50 per cent increase in dependency on online shopping for essentials, but homemakers missed the offline personalisation. Of the respondents, 59 per cent homemakers prefer offline or cash transactions while only 44 per cent of the *Femina* homemakers prefer that. As high as 80 per cent bought





essentials online early in the lockdown, but moved back to nearby stores post unlock.

On the whole, homemakers seem to opt for online purchases for beauty and fashion, but 40 per cent didn't purchase any such products in the last few months. There is a difference in the homemakers from the metros and the non-metros when it comes to buying beauty and fashion products. All the homemakers in the metros prefer only branded products; those from non-metros are not as particular.

In contrast, when it comes to clothes and accessories, homemakers from the nonmetros prefer mostly branded products, while those from the metros look for a mix of branded and budget buys. Those in the metros look for available deals first, and then look at their budget, then the quality of the product. Those in non-metros first choose as per their budget, then the deals available, and then the quality of the product.

As many as 70 per cent stay well informed on money matters, but seek the insights of their spouse and friends to validate their investment decisions including of electronic goods, cars, gold, financial products, and holidays. Of the Femina homemakers, 23 per cent are active decision makers when it comes to gold purchases. The top three preferred financial products and services are gold at 30 per cent, life insurance at 23 per cent and bank deposits at 21 per cent.

Homemakers play a crucial role in not just the household but beyond. They're an integral part of society and an integral part of shaping the economy.



FEMINA BE UNSTOPPABLE

Since when did sticking out like a sore thumb become a bad thing? Let's talk. @femina.in/gossip



IT'S BETTER TO BE MOTED BY EVERYONE,



1 cup sugar

Zest of half

an orange

1/2 cup

yoghurt

3 eggs

extract 1½ cups refined flour

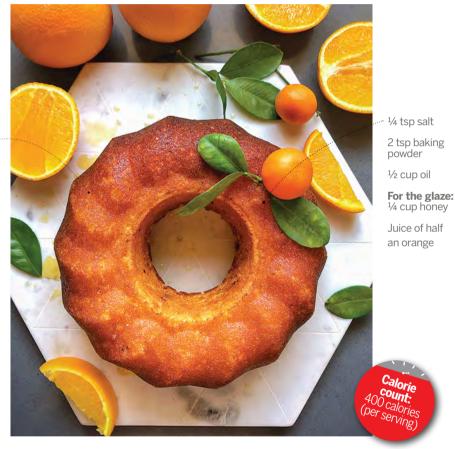
½ tsp vanilla

SWEETENDINGS

Give the end of your meal and the year a sweet touch with these recipes from the *Femina Daily Delights* digital cookbook

ORANGE & YOGHURT BUNDT CAKE

Jeena J Billimoria, Home chef



Makes: One nine-inch diameter cake > PREP TIME: 20 minutes > BAKING TIME: 30 minutes

- 1. Grease a Bundt tin well with butter. Preheat the oven to 180°C.
- 2. In a large bowl, mix the sugar and orange zest using your fingers.

The sugar should start to become zesty, fragrant, and slightly clumpy.

- Add the yoghurt, eggs, and vanilla extract, and beat well with a whisk.In another bowl, sieve together the flour, salt, and baking powder.
- **4.** Add the dry mixture, a little at a time, to the yoghurt mixture until fully combined.
- 5. Add the oil; the mix will look very wet and oily at this point, but that's okay. Keep mixing until you have a glossy batter.

 6. Pour the batter into the greased Bundt tin, and bake in the preheated oven for 25 to 30 minutes.
- 7. To prepare the glaze, heat the honey in a small saucepan over a low-medium flame. Add the orange juice, and stir well. Set aside.
 8. Once the cake is out of the oven, allow it to cool slightly, then upturn onto a plate or dish. Using a pastry brush, coat the cake with the glaze. Make sure the cake is still warm, so that it soaks up the liquid. Serve immediately

CHOCOLATE CHIP FUDGE ORANGE COOKIES

Chef Juliano Rodrigues, Executive Chef, Deli By The Blue



Makes: 10 cookies > PREP TIME: 25 minutes > BAKING TIME: 18 minutes

1. Preheat the oven to 170°C. Line a baking tray with butter paper.

2. In a bowl, blend together the butter and caster sugar until creamy. Add the eggs and beat again.

3. Sieve together the cocoa powder and refined flour.

Mix into the sugar-butter mixture, along with the dark chocolate compound and walnuts.

4. Finally, mix in the orange zest and chocolate chips to form a coarse dough.

5. Divide the dough into 10 portions, place on the baking tray, and bake for 15 to 18 minutes.

6. Allow the cookies to cool before serving. >

BADAM KI KHEER

Neha Mathur, Food blogger and recipe creator



SERVES: 6 > PREP TIME: 5 minutes + Six hours soaking time > COOKING TIME: 30 minutes

- Soak the almonds in enough water for five to six hours.
 Peel the almonds, and grind them to a smooth paste, using a little milk, if needed. Set aside.
- 2. Bring the milk to a boil in a pan over a medium-high flame.
- 3. Add the rice and saffron, and cook on a low flame, stirring at intervals, until reduced to almost half.
 - 4. Add the almond paste and cook again until the kheer thickens to the desired consistency.
 - 5. Add the cardamom powder and sugar, and cook for another five minutes.
 - 6. Remove from the flame, and serve hot or cold, garnished with saffron strands.

MOUTHFULS OF HAPPINESS

Prepare to entertain with these easy sweets and savouries



Sweet & Spicy Nut Mix

INGREDIENTS

375 g unsalted cashew nuts 375 g unsalted peanuts 2 tbsp Sriracha or Thai chilli sauce 1½ cup icing sugar, sifted 2 tsp salt

METHOD

- 1. Preheat the oven to 180°C.
- 2. Line two baking trays with parchment paper.
- **3.** Place the nuts in a colander, and rinse in water. Drain out into a mixing bowl.
- **4.** Add the Sriracha or Thai chilli sauce, icing sugar, and salt. Toss well.
- **5.** Divide the nuts between the trays, and bake for 10 minutes. Stir and toss, then bake for another five to 10 minutes, until the nuts are fragrant and slightly browned.
- **6.** Remove from the oven, and set aside to cool. The nuts will crisp up on cooling.

Easy Truffles

INGREDIENTS

130 g sweetened condensed milk 160 g dark chocolate (70% cocoa), finely chopped 290 g white or milk chocolate, melted Chopped nuts, sprinkles, edible pearls, and cocoa powder, to decorate

METHOD

- 1. Place the condensed milk and dark chocolate in a large microwavesafe bowl. Cook on High for one minute. Remove and stir, then cook on High again for two minutes, stirring once in between, or until all the chocolate has melted. Stir until smooth. Cover and chill for two to three hours or until firm enough to form into balls.
- 2. Scoop one teaspoonful of the chocolate mixture into a ball, and place on a tray lined with baking paper. Repeat with the rest of the mixture. Chill for an hour. Dip the truffles, one at a time, into the melted chocolate.
- 3. Allow to set on trays.
- 4. Decorate as desired.





Cranberry & Almond Cookies

INGREDIENTS

250 g butter, softened
1¼ cup icing sugar, sifted
2 tsp vanilla essence
2 cups flour
½ cup rice flour
1 cup cornflour
2 tbsp milk
2/3 cup roughly-chopped
almonds
¼ cup chopped dried
cranberries

Method

- 1. Beat the butter, icing sugar and vanilla essence in a mix bowl with electric beaters until pale and fluffy.
- 2. Sift together the flour, rice flour and cornflour, and add to the mixing bowl in two batches and stir to combine. Add the almonds and cranberries.
- 3. Divide the mixture into two portions, and knead each half gently on a floured surface until smooth. Roll each into a log 22cm long. Wrap each in baking paper, and chill for an hour or until firm.
- **4.** Preheat the oven to 160 °C, and grease three large oven trays.
- 5. Slice the logs into onecentre rounds and place 3cm apart on the oven trays. Bake for 20 minutes until pale golden. Remove the trays from the oven, and leave the cookies on the trays for 20 minutes, before transferring to wire racks to cool completely.

A NEW, EFFICIENT WAY TO LIVE

What is the need of the hour when it comes to our homes? Energy-efficient gadgets that last longer, help us reduce our carbon footprint, and work intelligently to improve our lives, says Avril Noel D'Souza

Feature courtesy GoodHomes

IFE as we knew it has changed.
It's time we adapted and made smart choices to help us live less-stressful lives. We've noticed how smart gadgets make daily living easier, but some superefficient ones do more. They drastically

reduce electricity consumption, minimise the amount of water we use, and ensure a more hygienic household. These unique designs work overtime in the living room, bathroom, and kitchen, showcasing and harnessing incredible technology.





YOUR LIVING ROOM

It's the traditional nucleus of every Indian household. From a couple to a family with young children to a large joint family, we all enjoy serious downtime in the living room. Aside from the aesthetics, ensuring our living room is energy efficient will help enhance our overall standard of living-by that, we mean reduced expenses and better health! Let's start with the basics—the air we breathe. Since the living room is a high-traffic area, it's imperative that we invest in technology that improves and balances the quality of air the family breathes. From humidifiers and air purifiers to filtration systems, work out the overall health history of the family and analyse your immediate requirements. Prioritise the needs of the most vulnerable members. The living room is also where fun happens, so opt for products with an energy rating. Entertainment can be thoughtful too! Next, lighting... Look for motion-sensor designs that automatically switch on and off. You'll be doing yourself, your electricity bill, and the planet a world of good. >



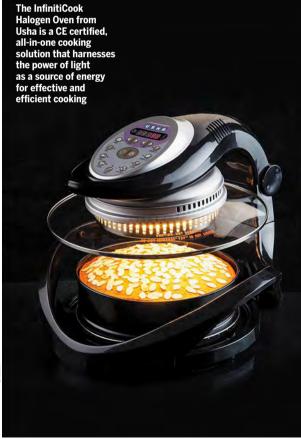
LIVING interiors



KITCHEN

We spend a lot of our waking hours in the kitchen. From grabbing a quick snack, preparing the day's meals, washing, and tidying up, to organising the pantry and using cooking gadgets to make masalas and pastes for future use, the kitchen sees some high-octave action through the day. Start things off with air purification! Be it choosing the right chimney and exhaust fan, or investing in a smart stove top that knows when to reduce the heat, clean, breathable air is so important here. Then come the essentials: stove tops, faucets, ovens, the works! Keep an eye out for energy ratings when planning your energy-efficient kitchen. Companies must adhere to strict regulations to get those stars on their products, so that's one way to ensure you get what is advertised. Next, don't indulge shop! If your family doesn't drink iuices daily, you don't need one of those multi-functional designs. Stick to what is needed to ensure the best use of energy and resources. The hansgrohe Aquno Select M81 mixer comes with multiple spray modes. The StainFlow uses just 4 litres a minute when you're washing





IUMBA



PLAYING THE ACE

Pune girl **RUTUJA BHOSALE** overcame her nightmarish journey to Egypt to win her first title in three years, since 2017.

By Shraddha Kamdar

laying her first tournament post the lockdown, 24-year-old tennis player Rutuja Bhosale emerged victorious at the ITF women's event in Sharm El Sheikh, Egypt, on Sunday. Once on the court, nothing mattered to the Pune girl, not even the ordeal of the 59-hour journey to reach there.

Rutuja beat Czech Republic's Anna Siskova 6-2. 7-5 in the final match of the tournament to claim her third career singles win, and the \$15,000 prize. "It was very exciting because I had been training for months in

a row and to get back on the competing side was definitely exciting," she told The Times of India.

In fact, the player who ranks 451st in the world dropped only set during the week, in the semi-final against Romana Cisovka of Slovakia. "It got better as the week went. I felt a little rusty at the beginning but made adjustments. The conditions were weird with the wind," she said.

The winner of two previous singles titles in 2017 reached her destination with great difficulty, though. Due to the unavailability of direct flights and

connections, she tried to find the best possible way to the venue. Despite that, a flight delay in Delhi resulted in her having to spend 15 hours in Sharjah and a night in Cairo. "....all because we missed our connection due to flight delay in Delhi ... 59 hours of total travel," she said.

The player also mentioned that procuring a visa resulted in its own struggles since too many documents were being asked for.

Owing to these ordeals, she reached Sharm El Sheikh later than expected, so pragmatically she

decided to not enter the doubles tournament. "I thought instead of stressing the body I'll just play singles," she said. And that paid off.

She was also happy winning since it was her first tournament after tying the knot with Swapnil Gugale, Maharashtra batsman. The two got married in August. "Yes ... (it) was a little different travelling this time because usually, my parents come to drop me," she said. "He was helping me with the last minute stuff and for sure was different because I'm used to mom being around so much." [3]

PHOTOGRAPHS: THE TIMES OF INDIA GROUP, COPYRIGHT (C) 2020, BENNETT, COLEMAN & CO. LTD, ALL RIGHTS RESERVED."

ROYAL AFFAIR

Cakes that will leave you in awe

What: Icing art by Cake Decor India

What's interesting: Cake
Decor India is a Pune-based
cake art studio specializing in
royal icing related edible artwork
for cakes and cookies. They
primarily work on novel design
for cakes and cookies for various
occasions and events,
collaborations, exhibitions and
magazines/media across the
world. They also conduct
speciality classes in royal icing



both online and in person. The founder of the studio, Prachi Dhabal Deb under her brand name has also launched a vegan, eggfree royal icing commercial product available on popular platforms across the world.

Price: On request
Available at: Contact
+917203882244

Lip drama

Get your pout on point



What: Lipsticks by Recode U.S.A

What's interesting: New Delhi, Ludhiana and USA based makeup brand Recode U.S.A. which aims to start a revolution in the makeup industry with premium quality at an affordable price. Recode U.S.A has introduced the showstopper lipstick shades to make this festive season spectacular. The rich and high quality product available easily at an affordable price. The lip colours are especially designed to fill colours on your plush lips with one swipe. This gives you a long lasting stay with ultimate comfort and a glamorous look on the same side.

Price: On request **Available at:** https://shop. recodestudios.com

- Compiled by Ravina M Sachdev

BEDAZZLED!

Make your jewellery dreams come true!



What: Gautam Banerjee Jewellery

What's interesting:
Gautam Banerjee
Jewellery aims to create
impeccable, artistic
designs that fit your
desires. They understand
that jewellery is an
important part of some of
the most memorable
moments of a person's life
– it represents bonds and
relationships that last

forever. Gautam Banerjee
Jewellery creates rare,
exclusive pieces of
jewellery that celebrate
the bonds you have with
the ones you love. The
brand takes pride in
making customized
jewellery that goes beyond
the ordinary. Their
passion for the perfect
output is why they
monitor the process of
each individual piece

themselves, which bases their relationships with their customers on mutual trust and satisfaction. With traditional and cultural sensibilities mixed with modern tastes, every GBJ creation redefines and challenges beauty.

Price: On request Available at: Gautam Banerjee Jewellery, The Pavillion Mall, Pune





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GET STACK'D! Ring up your jewellery collection

What: Rings by Stac What's interesting: Founders Aakriti Sethi and Rashi Sanghvi launched their brand to solve the one main problem every girl goes through. How to carry the same look from work to party? With their exceptional fine jewellery designs, they imbibe a hint of luxury into daily wear items. Their three gap rings are the most loved pieces that you must have in your collection. Horseshoe gap Ring is designed with solid gold and a stunning 5-pointer diamond which adds the right amount of bling to your hands. The Emerald Gap Ring adds a pop to your outfit and you can use it both to dress up, or down. It is minimalistic and still sends a bold message across. Lastly, the ThreeSixty One Gap Ring offers a 10-pointer diamond is an eye-catching piece that will make heads turn. Wear one, wear all, Stac will ensure to amaze them all. Price: On request

Available at: https://www.stacfinejewellery.com/

WHO RUNS THE WORLD? GIRLS! Buy a box worth of education

What: Fizzy Goblet's new venture with Nanhi Kali NGO

What's interesting: "Every Child has a Dream, and every Dream Deserves a Chance to Live." Fighting to educate India's daughters has always been the primary factor required towards bringing a change in our nation. Nanhi Kali NGO is one of the best social organizations that invests every single day to ensure the welfare of their students. However, during these unprecedented times, they like several others have been heavily impacted with their funds cutting short. In an effort to save their NGO and help children, especially girls, to continue living their dreams, Laksheeta Govil, founder of Fizzy Goblet has launched a commendable initiative. Known for their fabulous jutties and footwear, the brand has curated special edition boxes which includes a shoe of your choice, a slipper and a tote bag with their #GirlsSupportGirls print. And with every one box bought, One girl gets her



education for an entire year. It is a win-win situation for all of us, you walk away with pairs of comfortable footwear and a girl out there secures another step towards living her dream.

Price: ₹3990/-

Available at: On request

REINVENTING CLASSICS Add edginess to everyday clothing



What: Love Letter to the Earth Collection by Sarto

What's interesting: Sarto, the brainchild of designer Rashi Goil, is the perfect symbol of personalized minimalism. Their new collection is the first step towards sustainability and will bring you a sense of calm that you never knew you needed. Focused on reinventing classic t-shirts, shirts, sweatshirts for both kids and adults. they have now gone local by sourcing pure khadi directly from Indian weavers, hence providing the extra support to Indian artisans. Their vision has always been to offer customized and tailor-made experience to their customers. From made to measure garments to embroidery personalization, you will soon be listing Sarto as your favorite brand.

Price: On request

Available at: https://sartostudio.com/collections/best-in-sustainable-fashion

- Compiled by Vanshika Jain





NORTH

NOTES FROM THE HEART

In an interview with Femina, **KAVITA SETH** tells **Shraddha Kamdar** that a composition is a blessing from above for her.

hazal singer and composer Kavita Seth, who just lent her voice to Tabu's onscreen character of Saeedabai in Mira Nair's acclaimed adaption of Vikram Seth's cult novel A Suitable Boy, is one who goes with her instinct for

her performances. She believes in creating magic with her music, and for that, she gets to the heart of the subject matter, so she can bring out the true essence of the setting with her music and the soul of the character with her voice.



What is your process of preparing for a song? For me, a composition is a blessing from above. There are days it will just flow naturally, and on others, no matter how hard I try, I wouldn't get any. I like the fluidity of the process. Years of practice, listening to legends, and the gift from above – together it all creates the magic.

When you were offered to be Saeeda bai's voice, how did you go about your research? When I received a call for the project, we conducted a meeting on Skype. After a few days, I met the entire team of A Suitable Boy. Miraji gave me an in-depth understanding of the plot. The poets, the ghazals were all hand-picked by her. I delved deeper into the era that the series is set in. I wanted to know more about the instruments used, the raags and capture that feel into my compositions. I wanted the soul of that era to shine and give the audience the real feel of the traditional music of those times. Having said that, I also wanted to give the ghazals my own andaaz, my personal touch.

Was the experience of working for a web series different from that of working on a film?

This project has been a dream project for me or in that matter, any artist. I got to compose and sing all the ghazals for one of

the protagonists of a series. That is precious to me. The freedom of thought I was given along with her direction is what makes this project different than any other I have worked on. Also, female music composers are rarely seen in the industry. I think a change is on its way.

Usually, playback singers come on board with a movie for one song or two. But for *A Suitable Boy*, you are the singer and composer. How much more challenging was that task?

As mentioned above, this project came with a challenge. Of course, working with such a legendary name in the world was an added pressure for me in the beginning. But once I met her, everything changed. She made me so comfortable that it all seemed so beautiful. She had followed my YouTube series Main Kavita Hoon where I compose and sing songs written by celebrated poets. She knew what she wanted out of me for A Suitable Boy.

Can you tell about your upcoming projects?
I have been spending a lot of time on poetry from legendary poets of the world. I recently released my album Main Kavita Hoon with famed poet Bashir Badr. The pandemic has given me more time with myself and to focus on my personal albums of soulful music that I want to share with the world.



DRIVE TO SURVIVE ASICS goes sustainable

What: Recycled shoe range by ASICS What's interesting: Launched in 1949, with over 43 stores in India, ASICS has begun to use their platform to step up towards creating a sustainable world. Their latest range keeps up with the brand's commitment to sustainability and aims to combat climate change. The new shoe models use recycled fibred made from approximately 300,000 PET bottles. ASICS is slowly moving towards a future where all their products are made from recycled materials. Moreover, they have

shifted their packaging designs to now employ recycled paper boxes using water-based inks. This initiative will expand from September 2020 and by 2021, they aim to cut their annual CO2 emissions by about 1200 metric tons. Choose to invest with this brand and be rest assured that every purchase you make, will no longer put a strain on our environment.

Price: INR 7499/- to INR 10999/-Available at: VegNonVeg and Superkicks Stores in Delhi, Mumbai and Bangalore.

TECH IT UP! Syska joins the fitness bandwagon

What: Syska SW100 Smart Watch What's interesting: Syska's venture into the smart wearable market is indeed a momentous launch. With the leading FMEG brand gearing towards revolutionizing the smartwatch segment with their renowned technology and innovation, it will meet your fitness recording demands with ease that too at an affordable price. Just how you have put fitness over laziness, trust Syska to prioritize functionality over form. Syska's smartwatch offers several features including - a battery life of up to 15 days, health monitoring, water resistance up to 1.5 meters, customizable watch faces, multi-sport modes, and smart notifications. It comes with a charging cable and a user manual, making it easier for you to get the technology right. Up your fitness regimen by showing off your new Syska smartwatch!

Price: INR 3,999 Available at: Flipkart



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SENTIMENTS
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FLAMBOYANT,
UNAPOLOGETIC, AND
VERSATILE

What: Nostalgia by Shehla Khan What's interesting: Shehla Khan's latest demi-couture collection is the right mix of past, present, and future. It brings together bling, charm, and sultry hues.. A collection designed to portray luxury and glamour; the pieces will appeal to you on a personal level. Further accentuated with Swarovski crystals, the collection blends modernity and contemporary styles. It's time to switch those heavy dupattas with edgy sarees to stand out in any and every social gathering. Shehla Khan is truly the name attached with versatility offered through dreamy designs. Price: On request

Available at: www.azafashions.com/designers/shehlaa-khan

- Compiled by Vanshika Jain



TINTED SHADES

For the love of pouts

What: Three new lip ranges from Etude India What's interesting: Etude is a South Korean beauty brand that puts the fun back into your beauty routine. Etude India offers a selection of exciting products such as their affordable lip tints that are created with the best long-lasting formula. These rich lip tints give that extra 'pop' to your look and stay on for hours. Made with intense hydration properties, these smudge-proof tints are all you need to add to your makeup routine! They have different ranges such as the Etude powder rouge tint, Etude colorful tattoo tint and the Etude Colorful Vivid Tint. Price: On request



BUTTERY SOFT

Get your skin smooth and supple!

What: Organic Shampoo Butter by Rustic Art What's interesting: The new range of Organic Shampoo Butter by Rustic Art will help to keep the scalp hydrated and moisturized in winters. Cinnamon Rosemary You'll get a truly unique Shampoo Butter hair wash experience with higher concentration For Men of organic essential oils Www.rusticart.ir and glycerin. From little ones to adults, Rustic Art incorporates the hair wellness shampoo butter range for all. The four variations include Cypress Hemp Oil Shampoo Butter, Mint Eucalyptus Shampoo Butter, Cinnamon Rosemary Shampoo Butter for Men and Yarrow Moringa Shampoo Butter for Babies and Kids. It lasts longer than its liquid counterparts while making it safe for both treated and coloured hair. It is free of sulfates, parabens and

silicones.
Price: ₹525/-

Available at: www.rusticart.in

GLAM AND SHINE

Availability: Nykaa.com

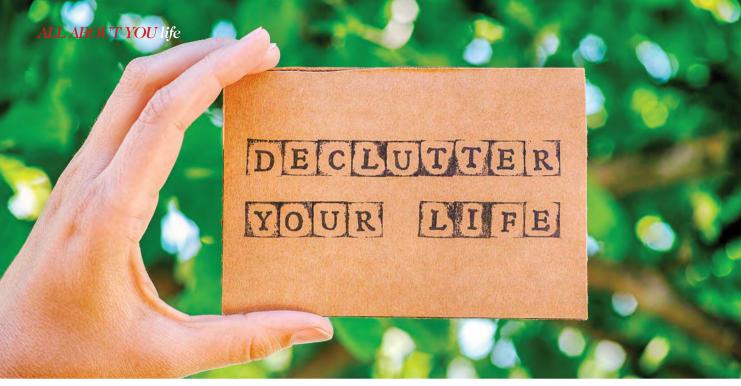
With an unsurpassable passion for jewellery designing and learning from her vision for unmatched beauty, coupled with zealous observational skills, jewellery designer Ena Kandhari, founder and head designer at Ena J Singh Fine Jewellery set out with an undeviating mind-set to design exemplary and superlative jewellery pieces. The EJS Monogram collection depicts a fluid yet sharp motif. It exemplifies three facets of the brand -Belief, Nature and Labour of Love. It is shaped as powerful wings of a bird and is an epitome of style and elegance. The open space inside the motif is the flow of sense and ever-lasting creativity. Shop from www.instagram.com/ enaisingh



AESTHETIC DAZZLE

ixing the traditional craft with modern styles has been perfected by the brand October Jaipur. Founded by Rabia Singh and Akash Sinha, the luxury lifestyle clothing brand focuses on various Indian craft techniques with modern aesthetics to bring out a unique product. They recently launched their new collection 'West Garden'. It is beautifully handmade with its roots from the soil of India and with a vision to cater the global audience. The brand's unique design sensibility has been crafted meticulously keeping in mind the international quality standards. Their outfits have been worn by multiple celebrities and top fashion influencers. Shop from www.octoberjajpur.com





DECLUTTER YOUR WAY TO HAPPINESS

ave you been feeling negative and drained lately? If yes, it would be wise to take a look at your house and life and the clutter that it has. According to feng shui, clutter blocks the passage of good energy from flowing freely in a house. Hence, it would be wise to declutter your space and mind in order to get things done.

DECLUTTER PEOPLE IN LIFE

As you grow up, you may realise that certain people are worth being in your life and some just aren't. And it's okay of cutting ties with frenemies or people who give you bad vibes. Get rid of toxic people who cannot tolerate to see you doing well.

If you're feeling negative and drained then unnecessary clutter could be a possible cause for it. **Ravina M Sachdev** shows you how to take control of your life by decluttering

DECLUTTER HOME

Hoarding unnecessary things that you don't need might just add more mess to your home. Clearing off unwanted things that you don't need has many benefits such as less stress of looking around for for hours to find something, easy to organise things, less time to clean things and you can enjoy free space. We get that decluttering might seem like a task but you don't have to necessarily do everything

in a day if you don't want to. Start with 30 minutes a day and start donating or selling items that you don't need.

DECLUTTER WORKSPACE

It's easy for your work desk to become messy with papers, bills, files and charts among other things. But it's essential to clean and sort out your desk properly regularly to be able to focus on work. Toss out things that have

Get rid of toxic people who who cannot tolerate to see you doing well.

no value and set up and maintain a systematic filling system folder to make your work life easy.

DECLUTTER PHONE AND LAPTOP

Having 20 apps on your phone that you don't use, 15,000 pictures that you never look at and a zillion folders on your laptop that have no value are only going to make things difficult for you. Piling your phone and laptop is only going to make it slow and create visual clutter. Get rid of all those icons on your desktop screen, transfer your photos to a drive and delete the apps that no longer serve a purpose to you. Oh and while you're at it, it would also be wise to clean out your email box to free up more space.





BUY ONLINE

NYKAA | amazon



Chandigarh, Punjab, Haryana, Himachal Pradesh, Uttar Pradesh, Uttarakhand, Rajasthan, Madhya Pradesh, Chhattisgarh, Gujarat, Jammu & Kashmir and Bihar.

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HOW MUCH IS TOO MUCH?

Trust is one thing but over sharing is another. **Ravina M Sachdev** tells you basic topics that you should avoid sharing with your partner

omen often make the mistake of over sharing when they get into a committed relationship. We like the idea of being close to someone and think that the way to achieve that would be by sharing every tiny detail with our better halves. However, healthy boundaries should be established and respected in order for a relationship to function smoothly.

→ Passwords: It is one thing to trust your partner but completely another to share all your security codes. Your partner may be the best boyfriend or husband in the world and you may trust him blindly but when it comes to passcodes, it's always best to maintain privacy and not share it when anyone.

- → Talking about your crush: It's natural to develop a crush even when you're in a serious relationship. Healthy flirting at the workplace or with a friend may be fine but what isn't fine is discussing the same with your partner. As long as it's just an innocent crush, it would be wise on your part to keep that detail to yourself and not share the same with your guy. It may only make him feel insecure or threatened.
- → Talking about your ex: Talking non-stop about your ex-boyfriend even if it is pointing out the problems in the ex or even worse comparing every current situation to your previous relationship is only going to make matters worse! Your better half does not need to know

details of what you and your ex liked to do over the holidays or which movies you watched together. It's would be best to let thing's be left where they rightfully belong- in the past.

- → Negative thoughts towards his friends or family: We aren't asking you to love all of your partner's friends and family. It's alright to dislike a person related to your spouse but what isn't right is to talk negatively about him all the time in front of your spouse. Limit the time you spend with the concerned member but don't be rude or negative towards them. This might just make things difficult for your partner.
- → All about your girlfriends: We know how much you love your girls and it is fine to share important information related to your girlfriends such as marriages or career promotions but it's not such a good idea to report every tiny detail to your man. Your partner is definitely not going to be interested in what colour nail paint did your best friend get or how often does she drink. Similarly, if you've had a fight with your girlfriend, it would be best to keep it to yourself and not spend all the time talking about it with your partner.



EAST

Giving a new lease of life

From designing clothes to creating green spaces advocating the sustainable way of life, city-based designer **RINI SEAL** shares her journey to **Kayalvizhi Arivalan**

he brand Rini Seal was launched a decade ago to focus on celebrating 'elegant sustainability'. "Having completed my degree in fashion from NIFT Kolkata I started my fashion brand where I used hand-woven. locally-sourced fabrics to create edgy contemporary wear. Due to the unprecedented challenges this year and the outbreak of coronavirus. I was forced to make some tough decisions on my work front. I decided to close my workshop for a while and then gradually started taking bespoke orders from few clients" said Seal, who added that she utilised her time during lockdown in renovating her family farmhouse, the SealVilla. "It's a beautiful green space, but it needed a little TLC for a while. As I believe in and practise environmentally-friendly and sustainable designs, I started working on upcycling old furnitures by painting patterns and doodling on them" reveals Seal. She shares that the idea behind giving a new lease of life to old things is to repurpose and retain their old charm. "We have become a generation that throws things away rather than repairing and reusing them. Hence I created a place that focusses



on using upcycled everyday things as a part of loving spaces."

Seal hand-painted the dining room table, bedroom cabinets, and coffee table in the veranda. She also converted old doors and windows and upcycled them into cupboards, beds, shelves, and mirrors, giving them a new lease of life. "Many antique pieces like lanterns, trunks, and hazak lamps that have been restored and now add to the charm of the place. I repurposed 1980s flasks and containers into flower pots, turning some old sinks into planters, and arranging them as installations" recalls Seal. Everything was put to use and has been restored in the farm house. In spite of it being a tiresome job consuming time and effort, it did bring Seal a great deal of joy and satisfaction.







FINELY-CRAFTED TIMEPIECES

Watches delicately crafted with the mastery of watch making and the techniques used in Indian jewellery

What: Nebula by Titan presents Ashvi What we loved: Nebula, India's first solid gold watches brand, from the house of Titan announces an exclusive collection, Ashvi for the upcoming festive season. The collection features three finely-crafted timepieces with bracelets adorned with hemispherical pearls and princess-cut diamonds. It showcases a trio of very intricate bracelet designs done on timepieces - a stunning bracelet with free-floating pearls wrapped in a beautiful gold composition, an elegant wired bracelet set with 30 princess cut diamonds and a graceful rose gold bracelet adorned with stones forming a splendid gradient from deep pink to white. These finely-crafted timepieces are a perfect addition to the festive ensemble making it a perfect gift for the festive

Price: Starts at ₹1.7 lakhs.

Available at: World of itan stores and the brand website titan.co.in

CELEBRATE LIKE NEVER BEFORE

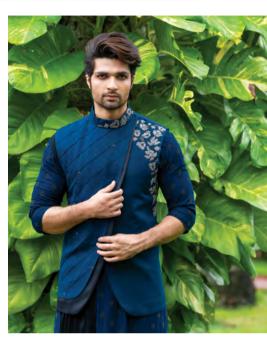
It's time to prep your wardrobe with your best collections

What: Arjun Agarwal designer wear What we loved: In a world unbridled by the pandemic, most retail therapy urges can be satiated and the needs of our 2020 festive wardrobe will be no different. Designer Arjun Agarwal has recently launched his new collection titled, The Festive Edit 2020, an ode to the contagious spirit of celebrations. Embellished silhouettes, intricate embroideries and playful prints form the key ingredients of the designs. Embrace the festive vibe and dress yourself in kurta sets, Jowahar jackets and blazers for men. Crafted in opulent fabrics like georgette, satin seorgette, Chennai silk and linen, the collection complements the tone of the garments, with countless layering and fresh bold patterns. Whether it's a pooja or a party, Arjun Agarwal's designer capsule this season will see you through the festivities and soirees.



Available at: 15, Burdwan Rd, Alipore,

Kolkata



NOURISHING FORMULA FOR ALL SKIN TYPES

Care and nourishment for your skin in the best way possible







What: NIVEA's range of skincare
What we love: NIVEA's range of skincare
products, cares for your skin in the best
way possible and provides all the
nourishment the skin needs. The NIVEA
Nourishing Body Lotion enriched with
almond and argan oil gives you deep and
healthy moisturisation for up to 48
hours. NIVEA Soft enriched with Vitamin e
and jojoba oil gives you that instant soft
skin feeling especially after every
handwash, sanitisation or bath with that

dose of freshness and moisturisation leaving the skin feeling light and nonsticky. One also cannot forget the exciting range of fragrances like Berry, Mint & Tropical Fruit to freshen up your day. And lastly, the original moisturiser of the whole NIVEA family is NIVEA Crème that has been moisturising and protecting the skin for over 100 years with its nourishing formula for all skin types in all ages in every situation.

Available: Retail and ecommerce



BRINGING BACK THE OLD WORLD CHARM

KOLKATA-BASED INTERIOR DESIGN FIRM. J&S INTERIORS IS KNOWN FOR THEIR PERFECT ARTISTIC TOUCH AND ATTENTION TO DETAILS. THEIR RECREATION OF THE SWISS LOUNGE IN CALCUTTA INTERNATIONAL CLUB TAKES US DOWN THE MEMORY LANE

he Swiss lounge in Calcutta International Club goes a long way back in the timeline the recreation of this old room had to bring back the old flavours of it including the nostalgia of the place. The elements that were used to recreate, forms a beautiful rhythm for the room. It breaks the conventional style by using multiple glasses and mirrors which increases the speciousness of the room along with giving an impression of too many people who have come together and are enjoying their time. The concept of this recreation is "Down the memory lane" reminiscing Swiss clubs and Swiss people getting together, giving it the lounge culture Vibes.

The colour themes are mainly earthy tones such as brown, black, grey - with the room lit by warm lights. The shades used for the chairs and the cushions bring out the old flavour of this place. The glasses and mirrors enhance the lounge and Swiss cultures. Greek vase paintings are some of the addon one can find on the walls. These have augmented the beautification and reminiscing good old time's effect, to this room. It surely is a visual







journey to the bygone era. J &S identifies the potential of an empty space. And transform it into an epitome of luxury. The family room is a private zone, which was created keeping the closeness of a family association in mind during











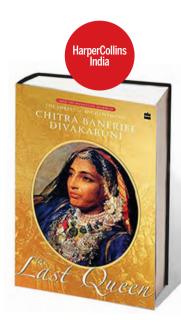
Sanjib Saha and Jiten Jaiswal

– Directors J & S Interiors

get together, birthdays and special occasions. "We have tried to elevate the space with an artistic touch. The core idea was to identify the understated luxury of the environment and bring it to life with a design that balances minimalism with eclecticism" concludes J & S interior firm.



THE LAST QUEEN by Chitra Banerjee Divakaruni



he upcoming novel of bestseller writer Chitra Banerjee Divakaruni *The Last Queen* will be released in January 2021. It is an inspiring story of an audacious queen, brought to life in the author's signature style. The novel has already been optioned for film rights.

Not many of us are familiar with Indian queens apart from Rani Laximi Bai and Padmavati. Daughter of the royal kennel keeper, the beautiful Jindan Kaur was Maharaja Ranjit Singh's youngest and last queen; She became regent when her son Dalip, barely six years old, unexpectedly inherited the

throne and went on to become a legendary warrior queen.

Sharp-eyed, stubborn, passionate, and dedicated to protecting her son's heritage, Jindan distrusted the British and fought hard to keep them from annexing Punjab. Defying tradition, she stepped out of the zenana, cast aside the veil and conducted state business in public. Addressing her Khalsa troops herself, she inspired her men in two wars against the firangs. Her power and influence were so formidable that the British, fearing an uprising, robbed the rebel queen of everything she had, including her son. She was imprisoned and

exiled. But that did not crush her indomitable will and the spirit to fight.

An exquisite love story of a king and a commoner, a cautionary tale about loyalty and betrayal, and a powerful parable of the indestructible bond between mother and child. Chitra Baneriee Divakaruni's unforgettable novel brings alive one of the most fearless women of the nineteenth century, an inspiration for our times. This award-winning author's work has been published widely, in magazines and anthologies, and several of her works have been made into films and plays, incluing this masterpiece The Last Queen.

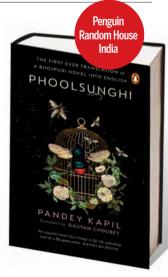
RECOMMENDED reads

PHOOLSUNGHI by Pandey Kapil

noolsunghi is the irst ever English translation of a Bhojpuri novel. Despite the fact that the language is spoken by millions of people, which is also credited as one of the most rapidly-growing languages in the world according to People's Linguistic Survey of India, its culture and literature have been largely neglected. It is believed that this book will give representation for the

dialect and its associated heritage. This fascinating historical novel is considered to be the most loved Bhojpuri novel of all time. Set in colonial Bihar, it narrates the tale of an unfulfilled love between Mahendra Mishra, one of the most popular yet enigmatic Bhojpuri poets, and the tawaif Dhelabai. The two protagonists are brought together by unexpected circumstances, but they also suffer due to them. Their own actions pull them further

apart. Filled with mujras, mehfils, legal battles and intrigues, the novel makes for a gripping read. This first-ever translation of a Bhojpuri novel into English, Phoolsunghi transports readers to a forgotten world filled with mujras and mehfils, court cases and counterfeit currency, and the crashing waves of the River Saryu. The book written by Pandey Kapil will surely bring alive the cultural ethos of a forgotten world. [3]



SOUTH

YOUNG AND ASPIRING

Age doesn't equal success, rightly proved by **Upasana Shree** who is an actor, beauty pageant winner and running a successful PR firm in Chennai. **Kayalvizhi Arivalan** traces the young entrepreneur's journey



t's widely believed that the most successful entrepreneurs are young. Chennai born Upasana Shree is an example of the saying as she has been a multi-faceted personality at a very young age. She has always been an all-rounder and given her best wherever she competed. "Be it dance, theatre or debates, I've given my full efforts and that never give up attitude fetched me the Miss Chennai title crown. Then there has been no looking back from modelling to movies happening in no time" says Shree who has acted in movies such as Rangoon, Kavalai Vendam and walked the ramp for many top brands and designers.

Shree was clear in not opting a full time job post completing her college. "I knew acting and modelling was just hobbies and was not keen on making it a profession" says Shree who added that her strength was networking and socializing.

"It started with a short term stint offered by my friend to manage guest lists and media for his salon. Thus began my PR journey, without my realization."

"I enjoy every bit of being a PR, connecting people from different walks of life. understanding products and services and delivering it to the right audiences is an everyday learning. PR for me is a work in progress each day, to stay updated, think and function with innovation and perfection. There is no benchmark per say". She credits the pandemic for making the digital media and PR a vibrant sector.

"Eventually brands needed a lot of PR and marketing to function remotely with the new normal. I personally did not find PR and marketing to have been affected much during pandemic" reveals Shree, who is currently having her hands full with the projects and clientele and content celebrating it.

BE IT DANCE, THEATRE OR DEBATES, I'VE GIVEN MY FULL EFFORTS AND MY 'NEVER GIVE-UP'

ATTITUDE FETCHED ME THE MISS CHENNAI TITLE.



GOING BACK TO THE ROOTS OF HEALING

A vaccine for Covid 19 cure is still under trials; our ancient medical practices such as Siddha and Avurveda have been effective against the virus. **Kayalvizhi Arivalan** finds out more about these age-old traditions

ating right, exercising regularly, and sticking to a routine are the basics one tries to follow when it comes to living a happy, healthy life, during this global crisis, the key is to work from the inside out. The same is practiced and preached in our ancient methods of healing, which ensures a host of health benefits. Ayurveda, Siddha, Unani and Homoeopathy are some of our age-old healing practices that were considered as unscientific for a long period of time. Scientists and doctors are slowly

realizing the positive effects of this health care practiced especially in South India.

Avurveda:

Avurveda is considered the 'Mother of all Healing', and it heals one mentally, physically, emotionally and psychologically. The core practices of Ayurveda are achieving sync between soul and nature. It's been passed down through generations using word of mouth and yet practiced in its purest form.

Siddha:

After reporting successful recovery of 25 patients





at a center in Tamil Nadu, the state vouches for the effectiveness of Siddha in the treatment of the ongoing pandemic.It offers lasting solutions for many chronic conditions relating to liver, anemia, peptic ulcers, piles, prostate enlargement etc. It has also shown proven results in the treatment Cancer. diabetes, and arthritis.

e, in India, have to be very grateful for our ancient and sound wisdom traditions that we have chosen to ignore, while the West has chosen to embrace. Ayurveda is a powerful practice of mindful eating, accessing the wonderful already existing pharmacy in our bodies and living in balance and harmony with natural foods and medicines available in nature. I personally follow ayurvedic

Unani:

Yet another traditional medicine in India that has foreign roots. The medications used for this treatment is derived from natural elements. Unani medications have some proven track record in being extremely efficient in curing recurring diseases such as asthma and joint pain.

principles of eating and medicine and advocate them to all my clients. I cleanse, energize and discipline my mind and body with krivas and pranayama and I take action on what I want in life because nobody else is going to give it to you. This builds self-reliance which is spoken about in every ancient scripture.

> -Avril Quadros, Kundalini Therapy expert, Bengaluru []

BUILDING BETTER MENTAL HEALTH

Owing to the closing of schools and daycare centers and majority of people still working from home, mental health of mothers and kids are majorly affected says **Dr. Preeti. K, D.M,** Consultant Child & Adolescent Psychiatrist of Neuro Foundation





he pandemic has left a lot of young parents balancing between working for and from home. In the middle of a ravaging pandemic, millions of people across the globe are struggling with a very real threat of losing their jobs. Hence, they continue to put up with the grilling demands of their workforce and personal commitments. This has majorly affected the mental health of every individual especially mothers and kids. "Motherhood is not as dreamy as it is portrayed at least for most of us. The physiological/hormonal changes, psychological stress compounded by the everyday challenge in balancing career and child's needs can be quite overwhelming for young mothers" says Dr. Preeti, Consultant Child & Adolescent Psychiatrist of

Neuro Foundation, Salem, who added that "In the pandemic, no matter who understands, I think it is important that we understand the limitations that we face. Set priorities, be realistic, and do what you can".

The gen-next kids have a lot of emotional issues, feels Dr. Preeti which she says can be addressed by spending quality time with the kids. "Parents generally feel that they spend a lot of time with kids but when we say

NEURO FOUNDATION'S MENTAL HEALTH TEAM Psychiatrist Clinical psychologist Rehabilitation specialist Psychiatric nursing Occupational therapist

"quality" time, it is spending 20 minutes of doing what the child likes and paying 100% emotional attention. This is not something many of us have the time or mind to do. This will also decrease their need to seek your attention through a tantrum. Due to the pandemic, kids are forced to stay home with almost no outdoor play. Be it for learning or entertainment, they are restricted to the usage of gadgets. "For school-going children, 1-2 hours of screen time is the recommended limit. It is best to avoid video games with aggressive content" warns the doctor who feels it is best to avoid screen exposure of any form, including educational videos up to two years of age.

For more information:

www.neurofoundations.in

For a healthy and happy childhood

very day, twenty minutes of "me time" is a must for every parent. Yoga, mindfulness, physical exercise, or doing an activity of interest like music or art will help. This will improve our mental health and the quality of interaction with our kids. "Quality time" with

your child will be a solid investment in staying emotionally connected with your child.

Be it a test or a game, help them learn how to stay focused on their efforts and not worry over the outcome. Parents should appreciate their efforts whatever be the outcome.

CREATIVE TIPS TO KEEP YOUR CHILD away from screen attachment

Cutting down <u>screen time</u> in kids can have innumerable benefits. **Kayalvizhi Arivalan** lists down creative ways to achieve it

s it is said. "Children are great imitators, so give them something great to imitate." This quote explains how important it is for parents to set a good example when it comes to inculcating good habits in kids. For growing children. parents are the first role model; kids observe their parents' daily routines with keen eyes to ultimately end up role playing those actions. When parents end up spending more time on the phone, kids do the same. Here are some interesting activities that you can try practising with your kids that will also help in nurturing their overall development.

Instead of watching cartoons, let them make their own:

Encourage the child to draw their favourite cartoon character; it can be a very joyful experience and, at the same time, support their creative side. Once completed, parents can further engage with the child in fun conversation about the story and the motivation behind the drawing of that particular character.

Allocate them simple tasks:
Allocating simple,



SOME TOYS SUPPORT THE DEVELOPMENT OF MOTOR SKILLS, HAND-EYE COORDINATION, AND PRECISION TARGETING,

AND CAN BE USED BOTH AT HOME AND OUT IN THE OPEN.

everyday tasks to your little one will keep them engaged and make them feel an important part of family routines. Completing the task will give them a sense of achievement. Tasks like helping their grandparents or serving water to family members are usual for adults, but can be a big motivation for kids

Offer your little one creative toys:

Some good baby-care brands offer toys that are not only

fun but help in development of senses and skills, like the Fit & Fun line supports development of motor skills, hand-eye coordination, precision targeting and can be used both at home and out in the open. This not only allows the child to play actively but also generates an interest in sports, which can later become their passion.

Have dance parties:
They need to move

I They need to move their little bodies and get some exercise even if they can't go to the playground. Choose a playlist together, blast the music, and let them move and shake any which way they want.

Talk it out:

Talking to kids instead of just watching a screen is very essential. It paves the path for bonding in the family and also helps you to find out the kid's thoughts on current things. Parents can use this time to share their wisdom with their kids in a fun way by sharing their own childhood stories.

IMPORTANCE OF EARLY CHILDHOOD EDUCATION

A child's early days lays the foundation for the future development by providing the base for life skills, says **Dr. Charanya Athaskumar**, Director, Kiddie castle, a Pan-Asian preschool chain

fforts to improve early child development are an investment, not a cost. Children who are taught at an early age usually benefit in many ways such as an improved social skills, physical and mental development. Rightly Dr. Charanya Athaskumar, Director, Kiddie castle Pvt Ltd stresses on the importance of giving a child an early childhood education.

"I'm a research scientist: worked in vaccinations. I got an affinity towards kids while working and hence did a course in child psychology too. I leant the importance of early childhood education which was very much in focus in the past decade" says Dr. Charanya who aspired to give a quality education for the gen-next kids. After extensive research on curriculum across the globe, Dr. Charanya worked and developed a curriculum that enhances the critical thinking and cognitive skills of a child.

"I mainly focused on two important aspects while designing the curriculum. One is cognitive development and the other is emotional development. Children at present are lagging in the latter and they don't know how to control their emotions" reveals Dr. Charanya. "If a child loses a video game, the gadget flies. This is pretty much the scene in every household. That's why emotional development is given an equal importance

in our curriculums" she added. The first seed for Kiddie Castle was sown in Abu Dhabi while Dr. Charanya and her family were settled in UAE. At present there are 25

branches across Pan Asia – UAE, Singapore, Hyderabad, Bengaluru, and Chennai and across Tamil Nadu.

"Franchise model of expansions is underway as we are planning to open branches further in India and other locations" says Dr. Charanya who aims to open 250 branches in the next 5 years.

The current situation of the pandemic has not halted them in anyways as they have come up with strategies to keep things rolling. "We have developed software called the Kiddie Cloud in which the apps can be used while there is no network. Children can download the worksheets and parents can send them to us when they come online".

This way they were able to maintain the online safety for the children. "If a parent is hesitant to give a device to their child, they can download and print the worksheets for the child to practice.

We train the parents in such case" adds Dr. Charanya, a volunteer with UNICEF who focuses on a safe school environment.

For more details: info@kiddiecastle.in

SAY CHEESE

One-stop shop for all your gourmet needs



What: JK Cheese n More

What we loved: Chennai's most soughtafter destination for gourmet ingredients, JK Cheese n More launched its brand new store at Nungambakkam. The store offers a whole new range of gourmet products including imported frozen meats and cold cuts, sausages, seafood, chocolates, pastas, nuts. breakfast cereal, fresh exotic berries and fruits, and a range of daily-fresh English vegetables and lettuces. Healthy, organic and low-calorie options for the health conscious are available too. JK Cheese n More makes gifting a unique experience, where you can put together exotic gourmet gift hampers for the upcoming festive season and for all your special occasions.

Available at: Apex Plaza, No.3, Nungambakkam High Road, (diagonally opp. Isphani Centre) Nungambakkam



BITE-SIZED HAPPINESS

Lip-smacking, melt-in-your-mouth donuts

What: Mad Over Donuts

What we loved: Mad Over Donuts instantly puts a smile on your face and sure to leave you wanting for more. Mad Over Donuts has decided to revamp and reintroduce itself to its customers. The brand's new focus will be to become a part of all celebrations and joyful occasions. The brand has also extended its colour palette to feature brighter, fun colours such as orange, yellow, purple, teal, and pink, which will emphasise core ethos of Fun, Flavour and Freshness. With contactless, tech-enabled transactions, Mad Over Donuts is ensuring that customer safety is pivotal during these trying times, which is ensured by daily monitoring of hygiene practices across all the outlets.

Price: On request

Available at: Bengaluru, Chennai, Ghaziabad, Greater Noida, Mumbai, New Delhi and Noida

Healthy indulgence

Made with handpicked ingredients, caters to the needs of health-aficionados

What: 100% natural Dryfruit Barfi
What we loved: In a bid to offer a healthy festive
indulgence, Garden from the house of FMCG major
CavinKare today announced the launch of its latest
offering - Dryfruits Barfi. With this launch, Garden aims to
cater to the palates of health aficionados by offering the
goodness of 100% natural dry fruits in combination with
real exotic fruits. Packed with the goodness of cashew,
almond and pistachios, Garden's Dry fruits Barfis are
available in two variants using real fruits – Apricot and
Cranberry.

Price: 300 gms priced at ₹550 Available at: CavinKare's Garden 🖪





FASHION JEWELLERY • SILVER JEWELLERY • ACCESSORIES

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ALL UNDER ONE ROOF

For every wanderlust-ing Hyderabadi, here is a special treat this festive season.

What: Anita Dongre opens flagship store in Hvderabad

What we love: Anita Dongre throws open the doors to her first flagship store in Banjara Hills. The store houses sustainable luxury brand Grassroot, Anita Dongre bridal couture and menswear, Anita Dongre ready-to-wear, as well as Anita Dongre silver Jewelry and Anita Dongre Pinkcity all under one breathtaking roof. Occupying three-stories, across 4000 square feet, the store is an ode to Rajasthan's rich culture that inspires much of the designer's work. Each section is carefully curated into a holistic experience and tied together with the dreamy rose petal aroma of royal gardens of a time past. The store retails a stunning collection of pocket squares, Kurtas, Bandis and Sherwanis for men; and Lehengas, Sarees, printed kaftans, and dresses for women; along with a curation of Anita Dongre silver Jewelry and Anita Dongre Pinkcity. Available at: Road No 10, Banjara Hills,

Hyderabad, Telangana



Superpower of nature

A range of innovative hygiene products infused with neem extract



What: Nature Protect by Hindustan Unilever Limited What we loved: With the new normal posing unknown hygiene and safety challenges, the need for a sustained hygiene solution that is built for the new reality has never been more pertinent. Unleashing the superpower of nature, Hindustan Unilever Limited launches Nature Protect. It is specially formulated keeping the current consumer requirements in mind. The range includes a disinfectant fruit and vegetable cleaner, an alcohol-based germ-kill spray, germ removal wipes, a laundry detergent, a disinfectant floor cleaner and a disinfectant surface cleaner spray. With its varied formats, the range takes on a 360-degree approach to hygiene effective in, on and around you, thereby standing as a safe solution to deliver hygiene anytime, anywhere.

PACKED WITH VITAMINS AND MINERALS

Pure and natural skincare products passionately handcrafted

What: Astrea floral jelly face masks

What we loved: Jelly masks are the new sensation. They are more environment friendly as they save a lot of packaging when compared to single use sheet masks. Packed in glass jars that are reusable, Astrea floral jelly face masks are travel friendly, they fit snugly in travel pouches. Packed with vitamins and minerals, they are good for everyday use and leave skin hydrated and plumped. With aromatherapy benefits, Astrea jelly masks can also be used to lift moods and calm the mind. These jelly masks come with the goodness of three distinct floral flavours - Geranium, Lavender and Jasmine.

Price: ₹499 each

Available at: astreaskincare.com



India's 1st Breathable Sanitary pads.

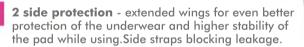








Air - breathability for intimate health



Abso core - high absorbency and dry surface feeling thanks to the new absorption core and to the superabsorbent with odour neutralization













STUNNING STYLE

Seher Campwala finds out more about SIMRAN ALOK KHANDELWAL

Imran Alok Khandelwal has always been shy and quiet. She did her graduation from Pearl Academy in Global Luxury Brand Management. She is a true Mumbaikar and adores the city, not only because this is her home but also because of its entertainment, street food, and exciting festivals.

She holds her mother as her role model and followed in her footsteps into modelling. She has done an advertisement for Vim Liquid soap, a fashion show for Maureen De Clercq, Jade by MK, Shutting Qiu and print ads for BollyGlow and Nykaa. She has taken part in Miss India Asia Pacific 2019, and Femina Stylista West 2020. Winning the Miss India Asia Pageant and being a runner-up for Femina Stylista West 2020 has been her biggest achievement.

Being a model has exposed her to numerous experiences and skills. She is blessed to have supportive parents, who have stood by her side in every step of her journey and she's also surrounded by benevolent friends, who encourage and motivate her throughout in this competitive field. She believes in learning and improving every day and every new notion of life is



SHE BELIEVES LIFE IS TOO SHORT TO WASTE TIME ON THINGS THAT DON'T MAKE HER HAPPY.

a valuable lesson for her.

A vegetarian by
choice and likes to keep
and maintain a healthy

relationship with food in her life. She swears by at least one bowl of fruits in a day and plenty of water. Although burgers and fries are her weaknesses, she tries to balance it out by going to the gym five days a week and yoga on the weekends. Exercising always makes her feel fresh and energized.

Swimming and belly dancing are her favourite recreational activities. She has been doing both of that since her childhood. 'You reap what you sow,' is the quote she firmly stands by. With having a very optimistic mindset, Khandelwal believes in love over money, as without love everything seems meaningless.

From a nail art lover to a gender equality promoter, she believes in bringing a positive change in the world. Happiness is her mantra and she believes life is too short to waste time on things that don't make her happy. Cinderella is the book that changed her life that taught her that no matter what you go through, courage, kindness and not giving up can lead to the most beautiful endings.

"My favourite fairy tale character is, Belle from Beauty and the Beast, not only was she loyal towards her family but has also taught me that a woman can be a hero just as much as a man can be," says the marvellous model.

