

JULY, 2020 ₹60

A Times of India publication

# FEMINA

Be unstoppable

## MEN'S SPECIAL

### STYLE FILES

India's most stylish men

Go vegan with these easy recipes

### Tech Talk

MUST-HAVE GADGETS FOR HOUSE ARREST

**AKSHAY KUMAR**  
DEEP MEASURES, DEEP IMPACT

**THE OFFICE**  
A workspace to boost productivity

At home with **Aditya Seal**  
COOL, CASUAL, COMFORTABLE

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**INFLUENTIAL MEN WHO LEAD BY EXAMPLE**



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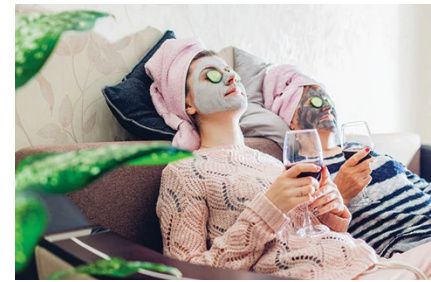


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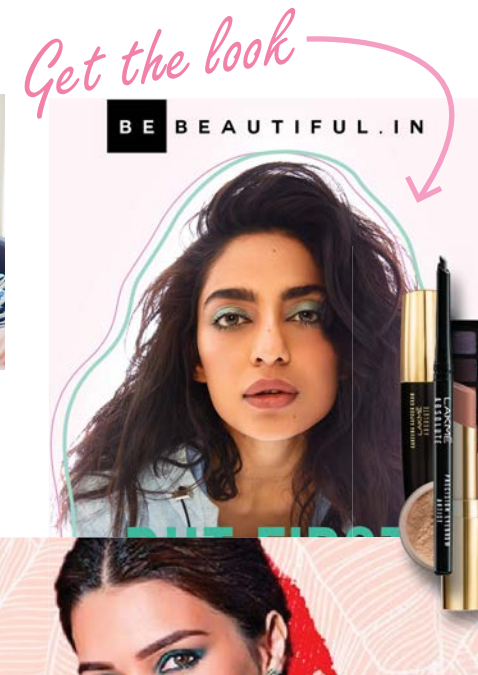
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CELEBRITY MAKEUP TRENDS TO WATCH OUT FOR THIS SEASON

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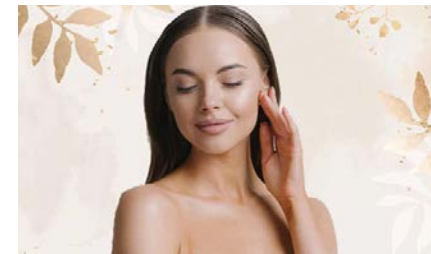


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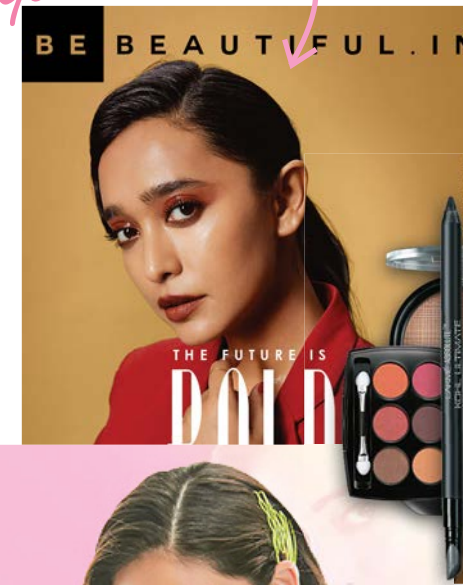
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HOW TO BUILD THE ULTIMATE SCALP CARE ROUTINE

HAIR

Get the look



ALL THINGS  
MAKEUP

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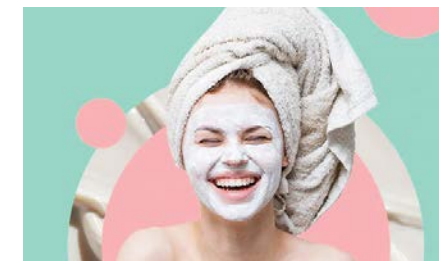
COOL, FUN AND EDGY LOOKS, COURTESY B-TOWN DIVAS

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HERE'S WHY FACE MASKING IS THE ULTIMATE LOCKDOWN ACTIVITY

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# EDITOR'S LETTER



**W**e are all learning to live with COVID-19 and have accepted the #NewNormal. While the number of cases in India is still spiking, life is limping back to normal, but with restrictions. It is heartening to see how everyone is pulling themselves together to start afresh, waking up after a long unending dark night. The last four months have been tough and threw up some harsh realities of life—many lost their jobs, businesses have shut down, some have been rendered homeless, and we all lost friends and family to the deadly Coronavirus. It has also made us take a hard look at ourselves to figure out life and what lies ahead. As Indians, we are a very resilient race, and nothing stops us from bouncing back. And we are!

**IN OUR COVER STORY THIS MONTH, WE BRING TO YOU A BUNCH ENTERPRISING PROFESSIONALS WHO ARE THE BIGGEST INFLUENCERS IN THEIR RESPECTIVE FIELDS**

We, at *Femina*, are also back to print, and have resurfaced with our annual men's issue. The *Femina* Man has always been someone who sends out a strong message, straddling the best of style and substance. In our cover story this month, we bring to you a bunch of young and enterprising professionals who are the biggest influencers in their respective fields. Topping the list is one of India's most loved stars, Akshay Kumar, who is undoubtedly the most influential name in the entertainment industry today. This ultimate '*khiladi*' has moved beyond being a Bollywood biggie, to be reckoned as someone who has used his stardom to endorse and lend his voice to strong social causes. And this is what makes him the Government of India's most dependable star player. The list that follows has other strong names who are the front runners in their genres. Read on to figure out what makes them the most influential.

So, as we move ahead towards normalcy, and resume life step by step, let us not forget to observe extreme caution in fighting the virus. Letting down our guard at this point is only going to spell a bigger disaster for us. As responsible citizens, let's continue the discipline and not misuse the lifting of the lockdown. Hopefully things will be better when we connect back next month. Until then, stay healthy and safe.

*Ruchika*  
**RUCHIKA MEHTA**  
 @ruchikamehta05  
 @ruchikamehta05

## SPANISH OLIVES AND MEDITERRANEAN HERBS NAAN

### ~ Ingredients:

- 60 g Black olives from Spain (sliced)
- 10 g Dry Mediterranean herbs mixture (oregano, basil, thyme)
- 300 g Refined flour
- 1.5 tsp yeast
- 1 tsp sugar
- 10 g Salt
- 3 tbsp Butter
- 3 tbsp Curd
- 2 tbsp warm water

### ~ Instructions:

- Mix 2 tablespoon warm water, sugar and yeast in a small bowl. Cover and keep in a warm place for 10 minutes or so till the mixture rises.
- Sieve wheat flour and salt together. Add curd, the mixture of yeast and combine. Knead into smooth, elastic dough and until it is no longer sticky.
- Keep the dough in a large bowl covered with a lid in a warm place for 2 hours or more till the dough rises and doubles in size.
- Punch the dough and then knead on a floured surface for 5 mins until smooth and elastic.
- Tip the dough onto a floured surface, divide into 6-8, then use a rolling pin to roll each into a 20cm circle.
- Scatter the olives and herbs in the centre of the dough circles. Brush a little water around the edges, then roll again to seal in the filling and make a tear shaped bread.
- Melt the butter and brush on both sides of the naan. Cook in a hot oven at 220°C or in a tandoor until golden and puffy.
- Smear butter, cut and serve as pull apart bread or with curry.



## Meet Roti's new best friend

Spanish black olives are a juicy Mediterranean treat that adds flavor, fun, and nutrition to Roti.

It is no coincidence that the English saying "break bread" means to share a loving meal with others. Bread is at the heart of many treasured international recipes from pizza to naan.

Delicious Spanish black olives have long been the star of your favorite pizzas and other western breads because of their unmistakable flavor and succulent texture. **In recent years this Mediterranean delicacy has gained popularity in Indian cooking not only for its high nutritional value but also because of the contrasting flavor it brings to dishes.**

Roti, a staple of any meal, is the perfect match for the tangy flavor of black olives. Simply adding Spanish black olives gives extra nutrition, zest, and fun to traditional bread recipes; whether it be Naan, Paranthas, or any other Roti.

This recipe invites you to break bread by combining two classics: juicy Spanish black olives and naan. Prepare this delicious treat for the ones you love.



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FEMINA

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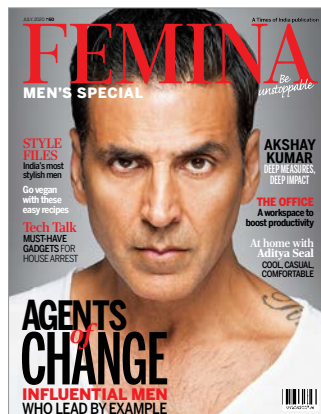


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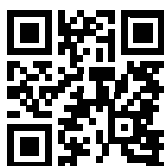
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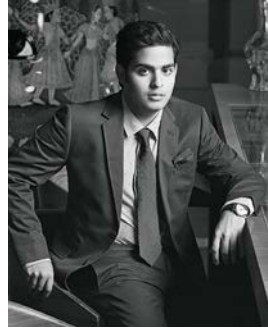
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Femina captures the journey of some of India's most influential men



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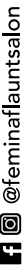
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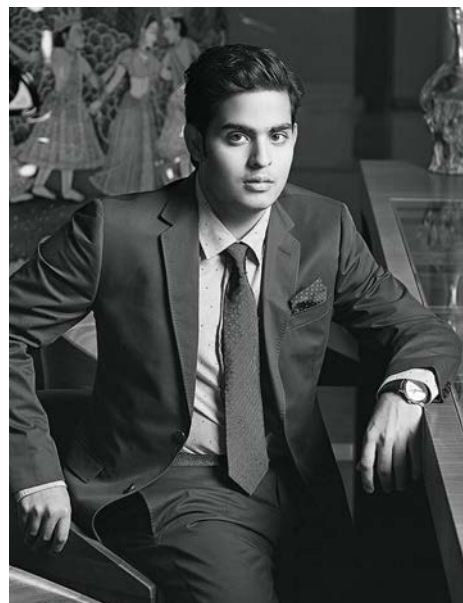
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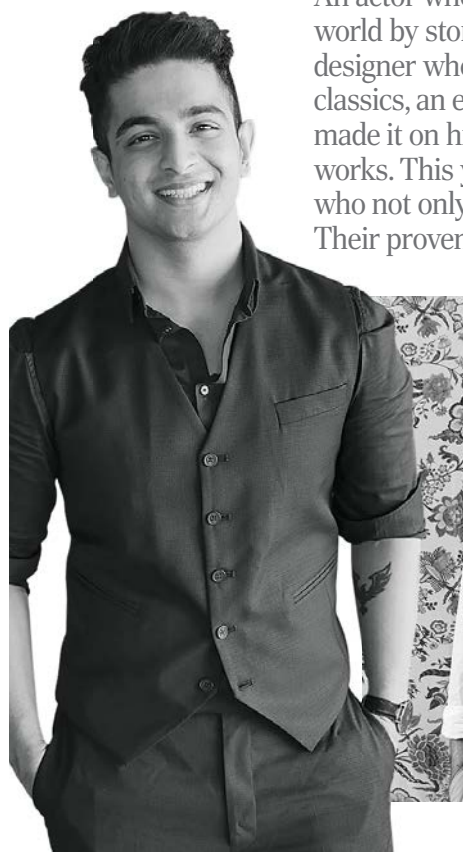
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## BIG STORY



# THE BORN SUPREMACY

An actor who is the undeniable king of the craft, a cricketer who has taken the world by storm, a businessman who has changed the face of digital India, a fashion designer who is particular about each of his creations being derived from the classics, an entrepreneur who redefined the concept of education, one who has made it on his own in the world of travel, and a social media star who knows what works. This year, *Femina's* annual men's special captures the journeys of those men who not only own their fields in a unique way, but also influence our mind space. Their proven success only paves their paths to greater heights.



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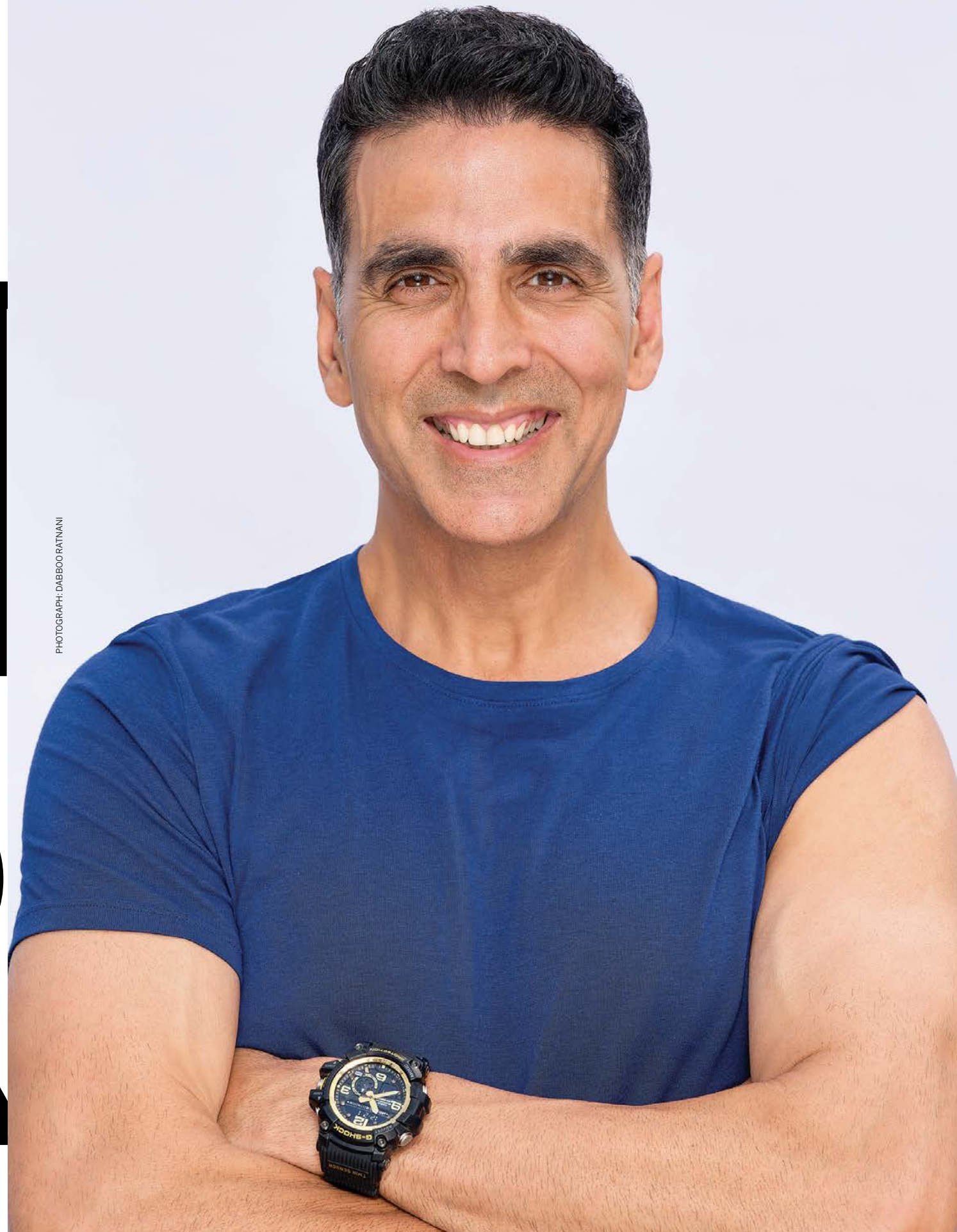
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AKSHAY KUMAR'S CAREER GRAPH IS ENVIABLE, AND GESTURES, INSPIRATIONAL. HE CONTINUES TO RULE THE ROOST IN BOLLYWOOD, ALL COURTESY HIS WAY OF LIFE. IN A FREEWHEELING CONVERSATION WITH NIKSHUBHA GARG, THE SUPERSTAR GETS CANDID ABOUT WHAT MAKES HIM ONE OF THE MOST INFLUENTIAL NAMES IN THE ENTERTAINMENT INDUSTRY

# THE MAN BEHIND THE STAR

PHOTOGRAPH: DABBOO RATNANI





# HIS SELECTION OF FILMS AT THE BEGINNING OF HIS CAREER EARNED HIM THE TITLE 'KHILADI KUMAR'.

AT THAT JUNCTURE, HE WAS ASSOCIATED WITH ALL THINGS ACTION (READ: DISCIPLINE AND AGILITY THAT WOULD PUT MOST HEROES OF THIS GENERATION TO SHAME). OVER THE YEARS, IT WOULDN'T BE INCORRECT TO SAY THAT HE CAN BE TERMED A STRONG 'KHILADI' NOT ONLY FOR THE FILMS HE CHOOSES TO DO, BUT ALSO HIS NOBLE GESTURES. AKSHAY KUMAR IS THE TEAM PLAYER INDIA CAN BANK ON.

## Influencing, one step at a time

What makes Akshay Kumar the most influential personality in Bollywood? While there are several reasons. First, his work ethic. The actor has worked with most producers multiple times, and confesses, "Every producer wants to work with an actor who will come on time, finish a film in time and within a stipulated budget. Right from the beginning, my Godfather taught me to be a producer's actor and I continue to follow that. I have worked with all of my producers more than once, and it's a record I'd never want to break."

Owing to this quality, he consistently moved up the ladder and eventually garnered a position where he could not only choose the roles he wanted to do, but also demand the right compensation. Today, he is amongst the highest paid celebrities. In the recently released Forbes' list of world's highest paid celebrities, Akshay clinched the 52nd spot with earnings of \$48.5 million from June 2019 till May 2020. He is the only Indian to feature in the list.

What also makes him a force to reckon with is his bankability, an achievement he credits to discipline. He is known to understand the business aspect of the movies, and is invested in the process.

## My nation, my love

He is one of the few superstars who steps up when the country needs him the most. In March this year, he



contributed a huge sum of ₹25 crore to the PM Cares Fund to aid India's fight against COVID-19, and an additional ₹3 crore to the BMC (Brihanmumbai Municipal Corporation) to help with the production of PPEs. He also donated ₹2 crore to the Mumbai Police Foundation to safeguard their lives.

In the past, he has aided the transgender community, acid attack survivors and even families of Pulwama terror attack with monetary support. However, what's heartening is the fact that he has never tried to claim publicity for his actions, and his gestures come from a place of selflessness and a desire to help.

## Making a difference

Besides being a generous philanthropist, Kumar, in recent years, has also consciously opted for films with a social message. Consider *Padman*, *Toilet: Ek Prem Katha*, and *Kesari* for example. "Movies are a type of communication that is consumed by majority of people not only in India but also internationally. It is a way of not only reaching out to the masses, but also at times, educating them. I feel there is no point of being an influencer if you can't make the best use of your platform to improve the country. This is my way of giving back," he had told a news agency speaking about his picks.

However, the superstar is against being tagged. In an interview to a portal a while ago, he was quoted, "If I like a film, I'll do it. I have done a villain's role in 2.0. >





THANKS TO MY CHILDREN, I  
NOW HAVE QUALITIES WHICH I PROBABLY DIDN'T  
POSSESS BEFORE I BECAME A FATHER."

Then I am doing a sports film *Gold*, which is completely different. I am not just doing social films. Please don't put that tag on me."

Family man

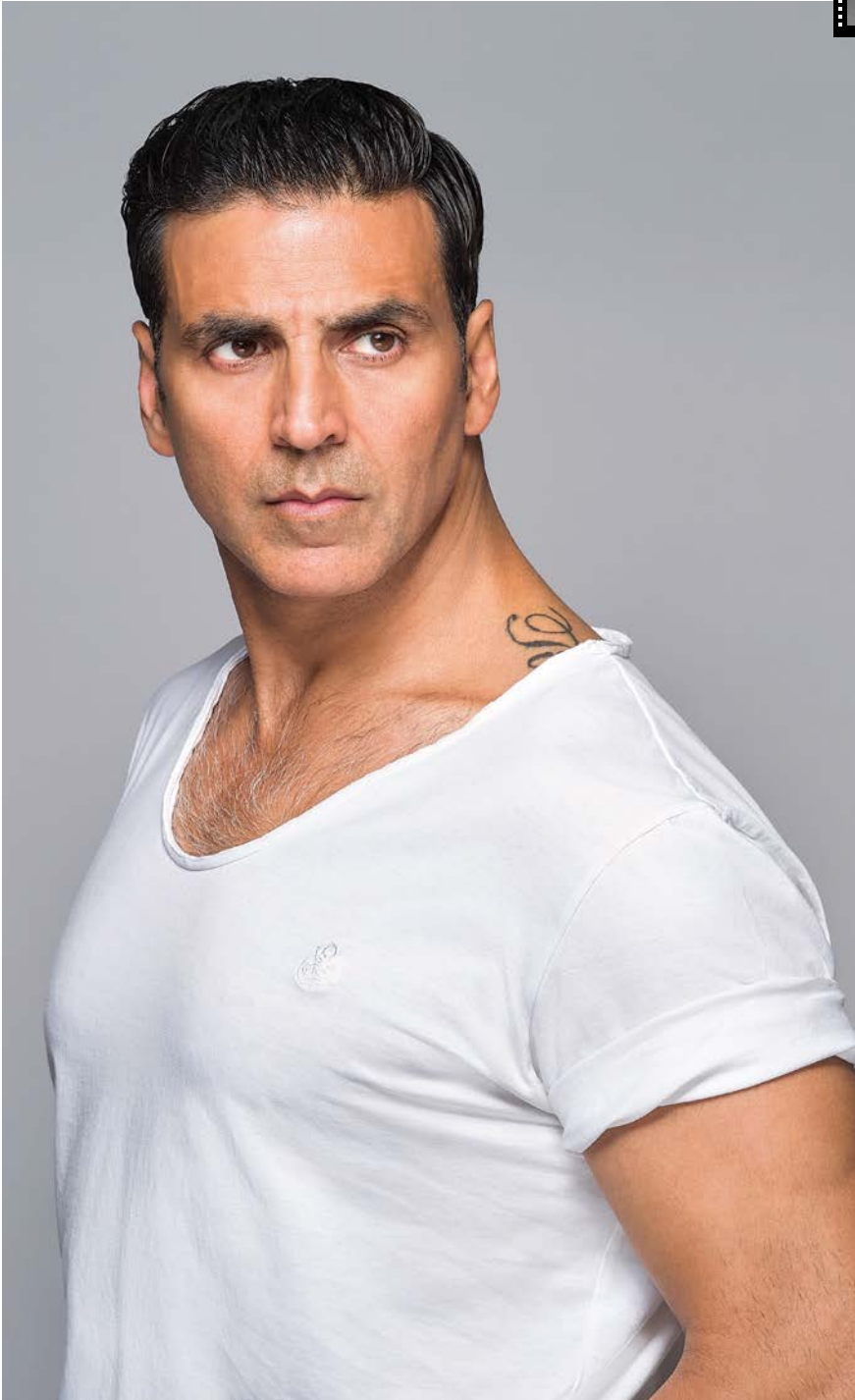
For Akshay, an essential aspect of leading a fulfilling life is being able to maintain work-life balance, and the star ensures he never compromises on family time. He schedules his shoots in a way that he never misses out on precious moments with wife Twinkle (Khanna), kids, Aarav and Nitara, and mom Aruna Bhatia.

The actor strongly believes when it comes to inculcating values in your children, parents have to lead by example. "Children pick up what they see; if you want them to be independent, be so yourself; you want them to be responsible, act responsibly; you want them to be empathetic, show them how. Thanks to my children, I now have qualities which I probably didn't possess before I became a father."

The pandemic and the subsequent lockdown changed the way the world functions now, and film stars were no exception. When asked how did he explained the seriousness of the issue to his children, he says, "My wife and I believe in cultivating a friendly relationship with our children. Aarav has grown up and doesn't need much talking. In fact, I learn a lot from him, including fresh perspectives. About the pandemic, Nitara was initially ecstatic to have her daddy at home all the time, and also about missing school. Soon, she started missing her friends and their play dates. The restriction to step out and following social distancing norms brought up a number of innocent questions, which Tina (Twinkle) and I patiently answered, making sure she understood the gravity of the situation."



PHOTOGRAPH: DABBOO RATNANI



AKSHAY KUMAR  
EXPRESSING GRATITUDE  
TO FRONTLINE COVID-19  
WORKERS AND AT THE  
SELF-DEFENCE ACADEMY



Fetish for fitness

Fitness and Akshay are inseparable. Hence, it is not surprising that he is the mascot for the government of India's fitness campaign. Despite numerous blockbusters under his belt, he continues to stay relevant, a feat, he reveals he has managed to achieve through his dedication to fitness. "Having crossed 50, there are many things I can still do. For instance, last year, I shot an action-packed film, *Sooryavanshi*, and hopefully will soon shoot an action-packed web series. I can pack all this and more in a day, purely because of fitness," he reveals.

However, what also sets him apart is the fact that he is probably the only superstar who runs an absolutely free self-defence academy for women in Mumbai. To date, around 50,000 women have graduated from his academy. "In 2012, the Delhi gang rape shocked the nation, and affected me deeply. After all, I too am a daughter's father. It's easy to complain and say the government should do something, and boys must be taught how to behave, but then, it occurred to me, by God's grace I am in a position where I can make a difference. Martial arts has given me a lot in life, and now, it is my turn to give back. Hence, I proposed the idea of starting a self-defence academy for women from all walks of life, free of cost. And when I discussed the same with my friend Aditya Thackeray, he was more than happy to get on-board. Now, we have centres in Mumbai, Thane, Buldhana, Surat, Siliguri, and Udaipur. We plan to open more centres across the country soon," he says

He also points out that India has come a long way in terms of taking women's self-defence seriously. "Indians, especially women, now want to take matters in their own

hands and be self-reliant. If they are caught in a sticky situation, they aren't damsels in distress, but fighters who can take care of themselves. Due to COVID-19, we have now started free online self-defence classes for women, and we received applications from 1,000 girls. But unfortunately, the system allows only 500 attendees in a session, so we had to wait-list them this month and we'll be enrolling them once this batch is over."

Adapting to change

These are unprecedented times, and the world is adjusting itself to the new normal. The actor too has adapted to the changes and confesses that the pandemic has taught him to be grateful. "When the lockdown began, it was about taking a break from work, spending time at home with my family, playing games, and watching movies and web series. Then it dawned upon me that this is going to take a while, and soon, I embraced the virtual world. I am hearing script narrations via video calls, working on songs, doing shoot at home videos for my brands and taking one day at a time. The one thing that the lockdown has taught me is to be grateful. We are lucky to have the privilege of staying at home safe, with our family and loved ones. Unfortunately, frontline workers do not have this luxury, and I'm truly grateful to them for putting their lives at risk to safeguard us," he states.

Having adapted to change, Akshay also believes that digital is the future of entertainment, but it does not mean that theatres will never revive. He is certain that they will make a grand comeback eventually. "I have accepted that the future is digital, hence, last year I had announced my streaming debut. According to me, digital is for a younger audience; people who like to watch shows from the comfort of their home. Having said that, I'm an optimist and I hope and somewhere believe the cinemas will revive. It may take some time, but movies will be back and enjoyed how they are supposed to be viewed, in cinemas on the big screen!"

Besides going digital, Akshay emphasises that we must be prepared for a few crucial changes in the post-COVID world, "Sanitisers will be as important in our bags as our cell-phones, wedding functions and gatherings will be downsized, and masks will be a fashion accessory," he says.

Stickler for perfection

Akshay has completed nearly three decades in the movie business, and his popularity refuses to die down. So, what is his mantra for success? "The fact that even during hard times, I always remained hungry and passionate. If you want to get somewhere in life, persistent hard work regardless of outcome is the only way. Don't wait for someone to hold your hand and do it for you," he had once said in an interview. >

PHOTOGRAPHS: INSTAGRAM





# WINNING INNINGS

VIRAT KOHLI CRICKETER PAR EXCELLENCE, INSPIRATIONAL, AND GROUNDED, IS A LEADER THE YOUTH LOOKS UP TO, FOR MORE REASONS THAN ONE, FINDS SHRADDHA KAMDAR

**F**lashback April 2011. The Indian cricket team had just won the ICC Cricket World Cup at Wankhede Stadium in Mumbai, and while the country went into delirious elation, the youngest member of the team carried his idol, Sachin Tendulkar, on his shoulders for an emotional lap of honour. Displaying a great poise and flair, he said, “Sachin Tendulkar

has carried Indian cricket on his shoulders for 21 years. So it was fitting that we carried him on our shoulders after this win.” Little did the then 23-year-old know that one day, he will be shouldering a similar responsibility as the captain of the Indian cricket team.

Virat Kohli, who had been asking his father to bowl at him since he was three, entered a professional training school at the age of nine,

and was selected to play for the under-19 Indian team in 2006, and led it to a victory (as captain) at the 2008 ICC Under-19 Cricket World Cup. He reveals in an interview that whenever he watched the Indian team chasing a score, and the team faltered, he would turn off the TV and go to sleep, dreaming that if he was in the blue jersey he would have made it. Life came a full circle when he was presented with the opportunities to do so. That, he believes, is the power of the mind, the power of conviction.

## On Sachin Tendulkar

The young Virat always worked hard to better his skill, and like every other boy, idolised Sachin Tendulkar. In fact, in an interview, he admitted to have retorted something to the effect that one day he too will play like Tendulkar when his hard work was questioned. For him, Tendulkar was a person whose name you took to set goals, as he did for himself, quite young: “I will be like him and play for my country one day.”

Virat believes that it was Tendulkar who revolutionised the sport in our country, purely with the way he went on to do things. “He changed the outlook of the game and unlocked new abilities for people to believe in. He made the sport more exciting,” he said in a 2019 interview. He has always maintained that it was captivating to watch Tendulkar bat, a “pure joy”. After having shared space on the same team board as Tendulkar for a few years, Virat learnt many values from the living legend, the topmost being humility and absolute commitment to the sport.

## On influencing millions

A part of the Time Magazine Top 100 Influential People list of 2018, and half of one of India’s most powerful celebrity couples, Virushka, Virat today is a name to watch out for. He is in relentless demand in most parts of the cricketing world, let alone

India. His social media following (64.2 million on Instagram, and counting) only shows how this sportsman is treasured by the majority of India’s 1.3 billion strong population, and not just the regular 400 million cricket viewers.

Although he knows that skill building and innovation in the sport, he feels that the opportunity he is presented with lies in motivating people in a unique manner, which is improving the culture of cricket and the way cricketers should aspire to play for the country. He wants to motivate them to “work hard on their fitness, be disciplined, take care of their diet, take it to the absolute peak of professionalism”.

But following and adulation aside, it is the act of gratitude that overwhelms Virat the most.

“IF SOMEONE COMES UP TO ME AND TELLS ME I HAVE IMPACTED THEIR LIFE IN A CERTAIN MANNER, I WILL OBVIOUSLY GET VERY EMOTIONAL.”

Remembering his middle-class roots, he said in an interview, “If someone comes up to me and tells me I have impacted their life in a certain manner, I will obviously get very emotional because I know where I come from.” He believes that there is nothing bigger than having a positive impact on another human being. “Apart from all your achievements and the numbers in what you do, when someone comes and says, ‘I really appreciate the effort you put in

my life and you helped me at some stage and I’m really grateful for that,’ I have never felt a gratitude stronger than that,” Virat said in an interview.

In 2003, he set up the Virat Kohli Foundation to raise funds for creating an environment that would nurture children to grow into talented sportspersons and good human beings. The foundation provides scholarships to talented athletes in their quest for excellence.

## On wife Anushka Sharma

One can’t deny the fact that together, Kohli and wife Anushka Sharma wield immense power, offer infinite hope, and spread great joy in sharing nuggets of their lives with their fans. Virat met Anushka at a commercial shoot for a shampoo, and cracked a joke to mask his nervousness. Gradually, over the three-day shoot they developed a bond which grew into a strong friendship, and the rest, as they say, is history. Today, apart from looking up to each other, they have also learned to imbibe the more affable aspects from one another.

“When you are with someone who is at the same level as you in terms of being in the public eye, understanding the pressures, then you can literally speak to each other about whatever is going on in your mind,” he said in an interview. He admitted to learning several qualities like “things of acceptance, things of working on myself, things of just looking at the world in a different manner, not being closed” from Sharma while she learned things in terms of motivating herself and trying out new things from him. >





# INTO HIS OWN

AKASH AMBANI MAY BE THE SON OF INDIA'S RICHEST MAN, BUT THAT DOES NOT STOP HIM FROM BRINGING HIS TECHNICAL BENT OF MIND AND YOUTHFUL ENVIRONMENT TO THE ORGANISATION, REPORTS SHRADDHA KAMDAR

He had his path charted out even before he was born. His grandfather established the empire he was to join one day much before his birth, and his father laboriously brought it to dizzying heights, and today, he, along with his siblings is in there to bring on refreshing changes that absolutely talk of the futuristic side of the business. The scion of the Ambani family and son of Nita and Mukesh Ambani—Akash—joined Reliance Jio Infocomm Limited in 2014, roughly around the same age as their father joined Reliance Industries.

Young and confident in his skin, Akash has the ability to laugh at himself, and yet be humble enough to acknowledge the hard work put in by others and express gratitude. He, along with twin sister Isha Ambani Piramal, and younger brother Anant, is on the Jio board, bringing about never-heard of digital revolutions. A crazy football fan, he adores the



football club Arsenal, and loves to collect its memorabilia.

## On Reliance Jio Infocomm Ltd

When he joined the board of Reliance Jio as one of the fore committee members, Akash knew that he had to prove his mettle to earn his seat at the table. He was involved in finalising the market strategy of the ambitious venture. The Reliance project that aimed at transforming India's communication landscape would also shape his career graph. New to the corporate world, he had said in an interview with *HELLO!*, "The thing I am most excited about is the rolling out of the 4G services under the name of Jio. That's what I'm working on and that's what excites me the most. Hopefully it comes out there quick

and hopefully everyone gets a Jio connection!"

Over the years, he proven himself and how! As of August 2019, 10 crore users made video calls every month on Jio. Akash has been on the team that brought ultra-fast internet speeds to users in India, and today, claims that Jio Fiber speeds start at 100 mbps and go up to one gbps. He, along with Isha, also headed the largest beta testing programme in India, when over 5 lakh homes were testing the Jio Fiber internet and voice calling services.

Last year, they also launched India's first multiplayer online network, at par with leading global gaming networks. Akash was at the forefront of negotiations with Facebook that resulted in the \$5.6 billion investment in Reliance Jio >

PHOTOGRAPHS: JATIN KAMPANI/HELLO!



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as recent as April 2020. They also announced the transformation the landscape of shopping, education, and entertainment by introducing mixed reality on their platform. “While I was studying liberal arts at Brown, my passion had always been technology...It’s a lifetime opportunity to contribute to one of the largest rollout of digital services in the world,” he had said in an interview, and he is making the most of every minute he has.

#### On his legacy

Nothing will be enough to cover the family’s contribution to the

Indian corporate sector. Making no bones about the fact that his legacy only motivates him, the Economics graduate from the Ivy League Brown University in the US, said, “I have grown up in an environment where work has always been a passion, right from my grandfather to my father and mother.” He shared an interesting anecdote on how he was not keen on returning to India after graduating. His mind changed when once his father was visiting him in the US, and asked him what he used the internet for. His answer was—to read, learn, and gain knowledge. Upon that he was simply asked: So, wouldn’t he like to provide

“I HAVE GROWN UP IN AN ENVIRONMENT WHERE WORK HAS ALWAYS BEEN A PASSION, RIGHT FROM MY GRANDFATHER TO MY FATHER AND MOTHER.”



such a platform for knowledge to 1.2 billion Indians? “Now it is your choice whether you want to make a difference to your life or to the lives of others’ also,” his father stated. That was the turning point.

If he gets his learnings of business from his father, he derives his earthiness and quality of being grounded from his mother. He appreciates her many incomparable qualities, and how she effortlessly takes on the multiple roles she plays. He believes she has instilled the quality of simplicity in her children and taught them to respect their elders. Not offering them any instance to behave as ‘spoilt, rich kids’, she has ingrained the value of money in them. “In school days, the pocket money we used to get was a pittance as compared to our friends,” he said. In fact, even when he was studying abroad, all his expenses would go through her. “She has also taught us that even as we set our eyes on the sky, our feet should be firmly rooted in the earth,” he said.

#### On Influencing Others

For a boy who left the prospect of a corporate life in the US to come back and digitally enable 1.2 billion Indians, it is essential to look into every aspect that becomes an influencing factor over others. Akash, who also co-owns the IPL team Mumbai Indians with his mother, and oversees the teams’ strategies, ensures that a positive environment is created around the team for it to perform well. In 2015, after Mumbai Indians won the IPL finals (yet again!), Akash was asked what makes Mumbai Indians tick. He said, crediting all the boys for the win, “I think it is the environment we create around the team. We treat each other like one family, and we back a player to the T. The entire team (not just the 11, but the support staff as well) has done a fantastic job and that’s what makes us champions.” >



## VU CINEMA SMART TV BRINGS LUXURY HOME

Experience the joy of movies from the comfort and safety of your home, with the Vu Cinema Smart TV available in 32 inches and 43 inches

Vu Televisions, one of the leading brands in the premium television segment, has ensured that movie fans get the best cinema experience and audio-visual performance without stepping outside the safe confines of their homes. The launch of the Vu Cinema Smart TV, a best-in-class smart TV that was launched on 23rd June 2020, this premium television will be sold exclusively on Flipkart.

Vu has been reputed to give their customers the best in

technology and features, and with the Vu Cinema Smart TV, they are introducing the latest and best 4K features to the Smart TV segment. Commenting on the launch of the product that offers the whole new cinematic experience in the comfort of your home, Devita Saraf, chairman and CEO, Vu Technologies, said, “Vu Televisions launched the first range of smart TVs in India in May 2016, and introduced Android TVs in March 2018. In June 2020, we continue our leadership in

Smart TV innovation with the Vu Cinema TV, bringing features such as voice remote, surround sound, and our proprietary high brightness panels. The Vu luxury experience of quality, features, and customer service is available in 32” and 43” sizes. After selling over 15 lakh Smart TVs in India, Vu continues to be the pioneer in televisions for the discerning buyer.”

The Vu Cinema Smart TV will have top of the line features with IPS A+ grade panel for a premium viewing experience, 40W surround speakers with Dolby Audio, Premium Content Library to keep you entertained always and a bezel-free design which will enhance your living

room. Other features include:

- Stunning picture details highlighted by an IPS High Bright Panel for best viewing experience
- 40-watt Soundbar along with Master speaker & Tweeter for an enhanced sound clarity with Dolby Audio
- 100 per cent robotic assembly for a bezel-free design that ensures absolute precision as well as uniform brightness across all the edges
- Voice-assistant remote with Android 9.0 Pie including major content apps

The Vu Cinema Smart TV is available on Flipkart in 2 sizes: 32 inch priced at INR 13,499/- and 42 inch priced at INR 22,499/-



# DREAM WEAVER

SABYASACHI  
MUKHERJEE IS  
SYNONYMOUS WITH  
INDIAN FASHION.  
RUMAN BAIG TALKS TO  
THE COUTURIER ABOUT  
HIS OVERCASTING  
SARTORIAL INFLUENCE

Even in the remotest parts of the country, where fashion is the least of anyone’s priorities, Sabysachi is a name people instantly recognise. Since his debut Lakme Fashion Week collection, *Kashgar Bazaar* in 2002, Sabyasachi played by his own rules and coined his own trends. Whether it was his choice of unconventional fabrics or his unusual source inspiration, he has always been a non-conformist. Today, he has collaborated with international brands like Christian Louboutin, Pottery Barn, and H&M, but in every partnership his aesthetic remains undiluted. From a billionaire heiress to a Bollywood mega star, every woman wants to be a Sabyasachi bride. Those dreamy lehengas in delectable hues, poetically shot against majestic palaces make a strong case. Amongst his many accolades, revival of heritage handlooms and handicraft, making the six-yard wonder cool again, and serving enough inspiration for the replication industry to make as much revenue as him, tops our list.



**You have single-handedly changed the face of Indian fashion. What do you have to say about your influence?**

I come from a middle-class background; I’ve never had an elitist view on fashion. When I started, I realised that Indians were heavily influenced by what the west wore. The lower and middle class wore clothing, it was only the rich who flirted with the idea of fashion. I saw women struggling to be someone else, just to be able to fit into the anarchy of fashion. But our climate, socio-economic situations, our body structure—are all accentuated particularly well by the textiles, clothing, and colours that are made in India. I just made an effort to realign them back to where they

belonged. Fashion thrives on making customers insecure, I do the opposite.

**Indian handicraft and weaves weren’t getting their due in the bridal market until you popularised them by dressing Anushka Sharma and Deepika Padukone in them. How did you bring about this shift?**

No matter where you come from, most girls dream of being a bride, it’s almost a rite of passage, a milestone that is a wish fulfilment. We are a celebrity-obsessed country, when you put them in something people deem culturally familiar, then you’re setting an aspiration that can result in fulfilment. Anushka’s red Benarasi sari and Deepika’s >

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TO BE HATED  
BY EVERYONE,  
THAN BE KNOWN  
BY NO ONE.



red bridal lehenga are both iconic images of Indian bridal wear. I wanted to create something popular that was a product of our Indian handicraft heritage. I knew these were going to be big weddings and I tried to balance two responsibilities through my work for them, that of being a businessman and being an influencer. In this case, the influencer got the better of the businessman.

**Sabyasachi is no longer just a fashion label, it's a growing conglomerate. Was this always a part of your vision?**

I distinctly remember how helpless my father felt when he lost his job. I was 14 then and I'm extremely aware of how an economic crisis can destabilise a family. For me, fashion was one of the many things I could have done. But my idea was always to create a universe that would give jobs and dignity to as many people as possible. A lot of personal agendas are decided and formed by personal experiences. Creativity is great, but



**"IT USED TO PAIN ME WHEN I READ ONLINE THAT THE MIDDLE CLASS FINDS MY BRAND INACCESSIBLE, BECAUSE I CAME FROM THERE."**

not at the cost of scale. For me, that is non-negotiable."

**Nostalgia plays a huge part in the inspiration process of all your collections. How do you manage to extract that?**

There is a particular aesthetic that I am drawn to that happens to be a thing of the past. When I was growing up, the world had not opened up as much as it has today. This scenario allowed me to nurture a purist aesthetic. As time went by, we saw open markets, globalisation, and the invasion of the internet. It introduced the concept of 'fusion'. It's a school of thought I have never been able to accept. We are a progressive brand, in spite of being in a politically charged environment. Inclusivity, body positivity, and gender fluidity are seamlessly woven into our storytelling.

**Your brand has promoted slow and ethical fashion. With your recent collaboration with H&M, a fast fashion brand, how are you planning to**

**remain sustainable?**

The H&M collaboration is a one-time thing. We are not a fast fashion brand, we haven't been for 20 years, and most likely will not go down that route in the future. It used to pain me when I read online how the middle class in this country finds my brand inaccessible. It made me feel embarrassed and guilty, because I came from there. I have always wanted to do a giant collaboration to give the middle class access to the brand.

**How do you manage to keep innovating while retaining the brand's iconic stature?**

We believe in making classics. It's the first hallmark of building a sustainable brand—make products that never get dated and never find themselves in a landfill. Indians buy luxury as a point of investment and not merely for consumption. It's why classic clothing has become our biggest recipe for success. While we keep our clothing repetitive, which also makes the brand iconic, we keep our marketing relevant and current. >



# PERFECT GATEWAY TO THE MONSOON DESTINATION - MADHYA PRADESH

*Vacationing in Madhya Pradesh during monsoon is the perfect escape from city life, especially when the weather is pulling down your spirits as consider your morning commute during a downpour. Monsoon in Madhya Pradesh is the best time given a chance to explore the heart of Incredible India. It's a place where you can truly sense the cool gentle winds, light raindrops and that smell of earth. As the monsoon arrives, the state is all set to welcome tourists with open arms to explore the scenic landscapes and ethereal nature vistas this place has to offer.*

## PLACES TO VISIT DURING MONSOON SEASON

### MANDU

Mandu popularly known as the "City of Joy" is one of the most popular monsoon destinations in Madhya Pradesh where you'll find a blend of nature and History. The ruins of Mandu become way more magical and picturesque once the rain washes them. The ancient fort city in Madhya Pradesh gives you all the right reasons to spend monsoon in Madhya Pradesh.

Mandu during monsoon is a sight to behold as it turns romantically beautiful. Abound with historical tales; this city makes for a quaint idyllic hilly dreamland in this season. Nature is at its scintillating best & you can see its enchanting beauty adorned with the greenery all around.

#### Places to visit in Mandu

- Visit the famous Jahaz mahal or ship palace floating on two water bodies – Kapur and Munj Talao. During monsoon, the water level reaches the edge of the monument thereby giving it a ship like appearance & hence the name Jahaz Mahal.
- Rani Roopmati's pavilion is also Mandu's one of the must visit attraction, Narmada River, flows through the Nimar plains can be seen from here.
- Visit Hindola Mahal (Swinging Palace) another gem in the undated history of Mandu, to enjoy its architectural beauty and incredible surroundings during monsoon.

**Activities:** Village Tour, Photography Tour, Trekking, Yoga & Meditation, Cycling, etc.

**How to reach:** **By Air** - The nearest airport is at Indore, 100kms away, connected to Mumbai, Delhi. **By Rail** - Convenient railheads are Ratlam (124 km) on the Mumbai-Delhi main line and Indore (100 km) **By Road** - Mandu is very well connected by Road network with Indore, Ratlam, Ujjain and Bhopal & nearby States.

**Accommodation:** MPT Malwa Resort, Mandu, MPT Malwa Retreat, Mandu and private Hotels. Hotel Fun N Food, Hotel Jahaj Mahal, Hotel Rupmati and many more.

### PACHMARHI

Pachmarhi is the famous hill station in Madhya Pradesh which attracts visitors to the 'heart of India'

from all across the Country. Pachmarhi is also known as the 'Queen of Satpura'. During monsoon, numerous waterfalls break out in the jungles of Pachmarhi and the greenery takes over the whole place. This season turns out to be the best time to explore the vibrant colors of Satpura. For those who love mist covered and rain-soaked mountains will certainly love spending a vacay in this beautiful hill station. Pachmarhi is also popular for its caves.

#### Places to visit in Pachmarhi

- Visit Priyadarshini (Forsyth Point) – the vintage viewing point marks the place from where Pachmarhi was discovered.
- Mount Dhupgarh or Dhoopgarh is the highest point in the Satpura range. Offering the arresting views of the Satpura range famous for enjoying sunset.
- Apsara Vihar also known as Fairy Pool is an ideal picnic spot for families to visit during monsoon.
- Visit the Pandav Caves during monsoon. These attractive caves are enclosed with a number of stories, one of the most famous of which was the Pandavas, where they lived in these caves for some time during their exile.
- More places to explore during monsoon are Handi Khoh, Rajat Prapat, Jamuna Prapat (Bee Fall), Jalawataran, Chauragarh Temple and Jata Shankar

**Activities:** ATV Ride, Camping, Trekking, Horse Riding, Parasailing, Zip lining, Hiking, Rock-climbing, Cycling, Yoga & Meditation, and many more.

**How to Reach:** **By Air** - The nearest airport is Bhopal (210 Km) **By Rail** - Pipariya (57 Km), on the Mumbai Howrah mainline via Allahabad, is the most convenient railroad. **By Road** - Pachmarhi is connected with Road networks from Bhopal, Hoshangabad, Nagpur, Pipariya and Chhidwara.

**Accommodation:** MPT Amaltas, Pachmarhi, MPT Champak Bungalow, Pachmarhi, MPT Club View, Pachmarhi, MPT Devdaru Bungalow, Pachmarhi, MPT Glen View, Pachmarhi, MPT Highlands, Pachmarhi and many private Hotels.

### AMARKANTAK

Amarkantak receives moderate rainfall which brings a wave of respite from the aggressive sun. The

monsoon rain makes Amarkantak look very attractive. Those who love adoring nature will love to spend a holiday here.

Amarkantak lies at the meeting point of the three central Indian hill ranges – Vindhyas, Satpuras and Maikal. Two great rivers of India, the Narmada and the Sone, originate in Amarkantak. This small town with its innumerable temples and holy ponds, and bordered with lofty hills and dense forests, is a sought-after destination both with the spiritually inclined as well as nature lovers. These forest areas are also popular among botanist for a wide variety of medical plants, some of which are rare by nature.

#### Places to visit in Amarkantak

- Visit the Narmada Udgam – A temple built to mark the source of the Holy river Narmada, considered as the holiest place in the town.
- Narmadakund is the origin point of Narmada river surrounded by 16 stone temples. A perfect place to visit during monsoon.
- Visit Trimukhi Temple located at a top hill in Amarkantak. This Temple is dedicated to Lord Shiva, one of the oldest temples in the city constructed between 1042-1122 AD.
- Sonmuda or Son Udgam is the starting point of Sone river. The Sone river cascades from the mountain in a waterfall hundreds of feet long, best place to visit during monsoon.
- Visit Kapildhara – Small stream of the Narmada plunges down a 24 Mtrs high vertical cliff-face into a gorge, transforming into a large river.

**Activities:** Trekking, Cycling, Yoga & Meditation and many more.

**How to Reach:** **By Air** - The nearest airports are at Jabalpur (228 Kms) and Raipur (230 Kms). There is a permanent helipad at Amarkantak. Helicopters can be chartered from Jabalpur, Bhopal or Raipur. **By Rail** - The Nearest Railway Station is at Pendra Road, Chhattisgarh (42 Kms) **By Road** - Amarkantak is very well connected with Road Network from Anuppur, Rewa, Allahabad, Raipur, Bilaspur, Shahdol, Jabalpur.

**Accommodation:** MPT Holiday Homes and private Hotels- Hotel Shree Mata Sadan, Amarkantak, Hotel Prince Palace and many more. ★★★



# MASTER OF THE GAME

FOR BYJU RAVEENDRAN, WITH BOTH PARENTS BEING TEACHERS, LIFE CAME A FULL CIRCLE WHEN HE TOO FORAYED INTO THE FIELD OF EDUCATION. THE FOUNDER AND CEO OF BYJU'S TELLS SHRADDHA KAMDAR HOW HE DID THINGS DIFFERENTLY

**H**is is a story of passion meeting vision, in a field that not many had thought of modernising in India. While the education industry moved ahead at a snail's pace with age-old practices in disseminating information, he brought about a huge digital transformation, making academic knowledge available at the user's finger tips. Much before the current pandemic and the lockdown that followed, forced education institutions—schools, colleges, and coaching classes alike—to adopt and adapt to digital processes going forward, Byju Raveendran, founder and CEO, BYJU'S—The Learning App, had already brought in this practice to thousands of students. Today, the company boasts 57 million app downloads, 3.5 million annual paid subscribers, and an annual renewal of 85 per cent. Not only that, the journey of the app has become a case study at Harvard Business School. In this freewheeling chat, he shares his story, vision, motivation, and plans.

**You fell into the profession of teaching by virtue of being great at scores. Did you enjoy it from day one?**

I did my schooling in Azhikode, a

village in Kerala. My parents were both teachers in the same school. After graduation, I started working as an engineer, but it wasn't until my friends encouraged me to help them prepare for CAT did I consider teaching. I then scored a 100 percentile in a CAT exam I

attempted, which further validated my teaching method, and that is how my journey began. BYJU'S took the shape of test-prep classes that grew to workshops for 100 students which further scaled up to stadium sessions for 20,000+ students. Eventually, I quit my job and took up teaching full-time, travelling across cities to reach as many students as possible. I realised that I had immense passion for teaching and creating an impact in the lives of my students.

**What was that one moment that sparked the idea for setting up a learning app?**

During the phase where my team and I were travelling across the country to take test prep classes, we realised that our education system was faced with three major challenges. Firstly, the lack of access to quality teachers and quality content, secondly, the lack >



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[ “TODAY, SCREENS HAVE BECOME THE PRIMARY MODE OF CONTENT CONSUMPTION FOR THE YOUNG GENERATION.” ]

of personalisation in an traditional learning environment, and finally, learning in students was driven by the fear of exams instead of love for learning. We understood that to make a real impact on the way students learn, we needed to start early—when students are grappling with fundamentals, as those crucial years lay the strong foundation for lifelong learning. Think & Learn Pvt Ltd (the parent company of BYJU’S) with a focus on the K-12 segment was launched in 2011. Consequently, we launched BYJU’S—The Learning App in August 2015.

**Can you share with us a few glitches you faced?**  
Everything we learnt was first-hand—from business model tinkering, expansion, to raising

funds. At BYJU’S we understood the challenges the ecosystem faces. The core challenges traditional education formats face are: 1. Good teachers are hard to find at scale; 2. Ability for personalisation is limited; and 3. Format of learning (rote memorisation vs wanting to learn). Our approach has always been to focus on engagement and effectiveness. We first identify concepts and curriculum that need to be covered, and then identifying the best mode to teach these concepts be it through video, gamification or interactive media.

**What is the highest satisfaction your employees derive out of this profession?**  
It’s easy to start a mission-driven company, but it’s hard to stay mission

focused. I started this venture with my students, who are still here leading key business verticals in the company. All of us have a unified mission of creating the best learning experience for students globally. What makes them stay focused is the realisation that they are creating an impact in someone’s life.

**It is a time when all digital platforms are at the fore. What do you think will be the way forward on these platforms for teaching and learning?**  
Today, screens have become the primary mode of content consumption for the young generation. They use technology, smartphones, tablets, and computers naturally. There are many problems that entrepreneurs look at solving in this digital space. One can work on how to make tech-enabled teaching easier for teachers. Most of them are not digitally empowered and struggle to integrate technology, hesitate to use it, but don’t want to seem inefficient. More institutions are opening up to the idea of implementing a blended form of learning that uses the best of both offline and online aids. Reskilling and upskilling are now vital.

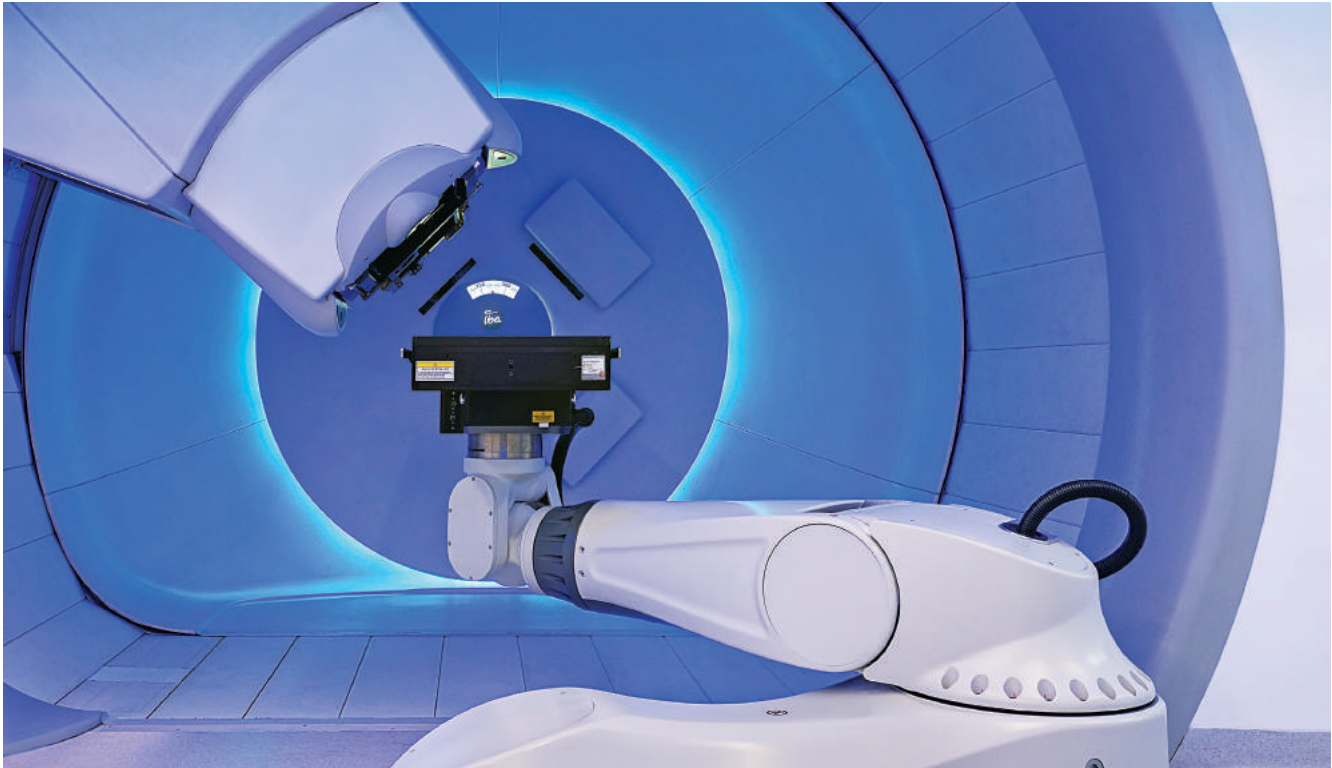
**What’s in the pipeline for BYJU’S?**  
From introducing courses in vernacular languages to launching more subjects, we will continue to strengthen our offerings. Recently, we have introduced History, Civics and Geography learning programmes. We have also launched ‘BYJU’S Classes’—an online tutoring programme for school students.

**What are your other interests?**  
Sports have been an integral part of my life. I play football, badminton, and table tennis with my colleagues. I am a firm believer that games teach you teamwork. I also enjoy travelling with my family. >



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- |   |   |
|---|---|
| ● No radiation beyond the tumours           | ● Better quality of life during and after treatment             |
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| ● Proven credentials of lesser side effects | ● Comprehensive & specialized cancer management teams           |
| ● Painless & non-invasive procedures        |   |



# INNOVATE TO IMPROVE

RITESH AGARWAL HAS BECOME AN IDOL FOR MANY IN THE HOSPITALITY INDUSTRY. HE SPEAKS TO KALWYNA RATHOD ABOUT STANDING STRONG FOR HIS COMPANY AND POSITIVELY IMPACTING THE LIVES OF OTHERS

**H**e started his business career when he was just 17 and at 22 Ritesh Agarwal, Founder & Group CEO of OYO Hotels & Homes, was already a millionaire. He is the first resident Asian to be awarded the Thiel Fellowship, and has always ensured the best of his employees and customers. An inspiration for many, he has proven that with great determination and innovation, one can achieve anything, no matter the situation. Over to the young idol.

**With what you have achieved in a short span of time, you have become an idol for many. How does it feel to influence many young minds?**

It has been an exciting journey and I am extremely humbled and grateful for all the love and appreciation that keeps us reassured that we are on the right track, and the critical feedback that ensures we stay grounded. , and work on ourselves every single day.

Personally, it has been an honour and matter of pride working with the best minds in the industry and I am thankful for all the opportunities, learnings and guidance.



**How has the pandemic affected your employees?**

Given the deep impact of COVID-19 on the hospitality sector, to tide over this crisis, we've had to make difficult decisions like placing employees in furlough, asking some to opt for Voluntary Retirement Programmes, and also going ahead with retrenchment.

All these colleagues still remain integral to the OYO family. We are planning for an institutionalised placement support system for those who wish to avail it. As a token of gratitude for their unwavering support, we have formed an exigency fund for employees who may need it for some critical illness cases. .

**Tell us how things have changed in the light of COVID-19, where your efforts have been focused and how you'll be doing things differently going forward.**

Ensuring that the cash flows and position of the business remain solid is critical at the moment, we have eliminated all non-valued added costs wherever possible. The second important thing is working hard on our partner and consumer relationships by identifying opportunities to strengthen trust and address misgivings. Thirdly, it is about retaining a talent powerhouse. We strive to improve employee motivation and morale.

**Tell us about the 'Sanitised Stays' tag at OYO properties.**

Higher hygiene standards, minimal contact service, and enhanced credibility top the list of consumer requirements while planning travel after the lockdown. Keeping this in mind, we recently launched the Sanitised Stays initiative where we are training our partners to offer a minimal touch experience to consumers during check-in/ >

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check-out, room service, and also give consumers visibility of the sanitisation level of a property of the same on our online platforms. We are displaying ‘Sanitised Stays’ tag for properties that clear background audit checks. To date, we have trained 1,800 hotel partners in an extensive programme for revised ways of working.

Considering social distancing will be the norm, how do you foresee wedding celebrations to be?

The Indian wedding industry is slowly and steadily on the road to recovery with safety and hygiene norms topping the list of prerequisites. Live streaming will become a prerequisite for all events including venue sanitisation,

touchless entry and exit points, sanitiser stations, availability of safety gear, installation of the Aarogya Setu app for staff and vendors, thermal screening of guests, seating as per social distancing norms and special attention to food safety.

Understanding the need for safe weddings, we’ve recently launched ‘Wz Safe’ tag on venues that ensures the highest standards of hygiene, cleanliness, minimum touch SOPs, and safety precautions are followed across venues.

What keeps you motivated and inspired?

Listening to happy anecdotes from our guests and the smiles on their faces as they give us an opportunity to serve them, speaking to our partners across the globe and

“LISTENING TO HAPPY ANECDOTES FROM OUR GUESTS AND THE SMILES ON THEIR FACES IS WHAT DRIVES ME AND MY TEAM.”



listening to how OYO has impacted lives and created opportunities is a great driving force for me. The fact that we could help a doctor and his pet , Lucy, in Dwarka who were facing some issues in his housing society for being on COVID-19 duty and that we hosted policemen in Nagpur after their night duty so that they didn’t have to go back home and put their families at risk, is what drives me and my team.

You’ve said you have bigger responsibilities now as your decisions have an impact not just on your life but worldwide. As an influential person in your space, what key decisions have you taken that have impacted others positively?

We have come together to make a difference for our community by reaching out to state governments to extend support by converting some of our hotels into quarantine centres, and partnering with private entities to offer quarantine setups. We also supported the government’s Vande Bharat mission by offering hygienic and safe accommodation facilities at an affordable price so that every Indian who came back to the country could safely be quarantined. We provided stay facilities to 21 hospitals for healthcare workers and 20 embassies for their nationals who were stranded in India.

We organised a food drive called ‘Feed for Good’ to support migrant and daily workers, under which we distributed over 1,000 meals per day across Delhi, Noida, Mumbai, Bangalore, Kolkata, and Hyderabad. Select OYO Townhouse properties offered complimentary stays for medical personnel.

The OYO leadership team and company contributed ₹2.5 crore to the Indian PM CARES fund to support millions of people with healthcare, infrastructure, and other facilities. >



Dr Neelam Mohan holds DNB, MNAMS, FPGH (UK), FIMSA, FACG (USA), FIAP & FRCPCH (UK), AMPH (ISB) degrees

# Breaking NEW GROUNDS

We speak to **Dr Neelam Mohan** about her pioneering work in the field of medicine and philanthropy

Gurugram-based Dr Neelam Mohan has long been a trailblazer in the field of paediatric hepatology and liver transplantation of newborns and adolescents in India, at a time when it was still an unexplored field in medicine. To commemorate her achievements, in July 2016, Dr Mohan was conferred with the **Dr B C Roy award, highest award in medicine**, by the then President Pranab Mukherjee. Excerpts from the exchange below:

What inspired you to become a doctor?

I grew up in Hyderabad and wanted to fulfil my father’s dream by becoming a doctor. Post MBBS, I was keen to pursue a career in medicine that was unique and new in India. So, I opted for gastroenterology, hepatology, and liver transplantation in children and adolescents. While not much was known back then, I dedicated all my time and effort to my dream of advancing healthcare in my field of expertise, and I was amongst the first few to initiate endoscopic procedures in newborns and babies besides pioneering the field of pediatric liver transplant in India.



Please tell us more about your pioneering initiative in paediatric gastroenterology and hepatology?

In 2010, I moved to Medanta – The Medicity Hospital in Gurugram as director, to form the Department of Pediatric Gastroenterology, Hepatology and Liver Transplantation in India. Post joining, we spread into various verticals making it the first department in the country to provide comprehensive thoroughgoing facilities for children with gastrointestinal and liver diseases, including liver transplantations. Our team

has an experience of over 3,000 liver transplants with more than 300 transplants in children. We’ve also been credited with several firsts in India, and a few world records.

What is your advice to women who aspire to be as successful as you?

I’ve been a strong and vocal exponent of women empowerment. Globally, women still have to compete to prove their capabilities. When it comes to success, there is no substitute for hard work, commitment, and proficiency. It’s important to accomplish your tasks with honesty and accountability, without compromise. Plan your work schedule and spend quality time with family to strike the perfect balance. Women are blessed with multitasking abilities and higher emotional quotient, important attributes to succeed in any field of choice.

Tell us about your efforts during the COVID-19 pandemic, and your philanthropic endeavours?

Each of us should promote welfare to help the needy in the best possible way and as president of the NGO CHILD Society, that’s our goal. However, philanthropy in healthcare is also about serving as a catalyst for advancing education and innovating solutions for better health. During the pandemic, I conducted several webinars at national and international scenarios to educate doctors and the public about the pandemic. We introduced a ‘COVID help-line’ pan India with 25-30 doctors from different disciplines to allay people’s anxiety while addressing their queries and guiding them appropriately. I was amongst the first to donate and arrange 600 PPE Kits with 680 N95 masks to civil hospitals and ESI Hospital, Haryana to overcome immediate shortage. I have put up several YouTube videos on my channel to address myths and facts about Covid-19 besides being invited to news channels like Zee, ABP, and India TV as an expert. Last month we financially supported two children for liver transplant treatment and are currently supporting two babies as we speak. **f**



# WORK, SWEAT, ACHIEVE

WHEN RANVEER ALLAHBADIA GRADUATED FROM AN ENGINEERING COLLEGE, LITTLE DID HE KNOW THAT A FEW YEARS DOWN THE LINE, HE WAS GOING TO BECOME ONE OF THE MOST SOUGHT-AFTER INFLUENCERS ON SOCIAL MEDIA. HE TALKS TO NIKSHUBHA GARG ABOUT HIS JOURNEY

If one had to lend a single term to Ranveer Allahbadia's body of work, it would be positive. What started as a journey towards tiding over a low phase of life (BeerBiceps), took this social media star to new heights. Over the span of merely four years, Allahbadia boasts over 7.5 million followers across social platforms of which 4.4 million is just on YouTube. He also co-owns Monk Entertainment, a digital company deals with everything from content creation, digital talent management, social media management, and brand marketing to video production. What's more, he kick-started *The Ranveer Show* in 2019 —India's first long-format podcast which aims to dig deep into the mindset of successful and path-breaking individuals. What makes him tick? Excerpts from a conversation.

**What crosses your mind when you understand that you have**

**out. Do you think the increase in the number decreases the impact in any way?**

No. The fact that content is king has been proven multiple times. To me, one needs to focus on putting out relatable and authentic content that adds value to people's lives, and the rest will take care of itself.

**Trolling is a legit issue when it comes to influencers. How do you tackle it?**

Trolling is an unavoidable. You should be able to take several punches if you are going to try and become an influencer. The key is to not take anything personally because you can't control them, you can only control how you react, and protect your peace of mind.

**Tell us about some of the weirdest comments on your platforms.**

**the power to influence many?**

When I was starting out, I felt the pressure. When your art is being consumed by a huge number, you feel a strong sense of responsibility since every word you utter can make a difference. I consider myself lucky to be able to impact lives. Also, I do partly enjoy the attention I receive (smiles).

**Currently, there are many more influencers as opposed to the time when you started**



**“IF YOU ASK ME, IF PEOPLE AROUND DOUBT YOU, YET YOU CONTINUE TO WORK ON YOURSELF, AND BELIEVE IN YOUR CAPABILITIES, YOU’RE GOING IN THE RIGHT DIRECTION.”**

Don't know about comment, but I received a detailed marriage proposal on my Instagram DM. It had the woman's *kundali* (horoscope) attached to it too.

**What has been the biggest challenge that you have faced till now? What did you learn from it?**

Continuing video creation during the Coronavirus pandemic. For the first time, we were challenged in terms of our systems to generate a certain number of videos. Earlier, we had a team of 11 people coming into the office, and creating videos together, but with the lockdown being implemented, everyone had to do it within the confines of their homes. What I have learned so far is

that remote work is the future, and one's true nature is seen during such situations. I have also been able to understand a lot about my team too. It's fantastic because your biggest challenges are the biggest teachers.

**You also co-own a digital company, Monk Entertainment. Does the spotlight and the juggling several things together ever overwhelm you?**

When Monk Entertainment was a young company, say about two-and-a-half years ago, it would get overwhelming. But gradually, I was able to navigate the space. I am a big believer in team building and getting the correct set of people under a common roof. I also swear by energy

management. For instance, I am a late riser, but once I am up, my performance is top-notch.

**You have carved a niche for yourself in the digital world, what would be your advice to budding influencers ?**

Master the game of video content, and most importantly, stay consistent while at it. I am learning even after five years.

**The Ranveer Show centres around the journey of successful individuals. What's common between everyone who makes it big?**

All have been doubted when they started out. If you ask me, if people around doubt you, yet you continue to work on yourself, and believe in your capabilities, you're going in the right direction. Keep going!

**How did your way of functioning change during lockdown? How did you tweak your content?**

When it all began, we had to learn how to use online storage platforms, work our way around recording in my house, and send the data to my editors. Luckily, right before the lockdown, we had ensured that the editing equipment was delivered to the respective people, which had made work much easier.

I also realised that during the lockdown, people didn't want to learn about fashion or grooming since they weren't stepping out. At that point, home fitness was working well. Now, mental health, wellness and motivational content is in demand.

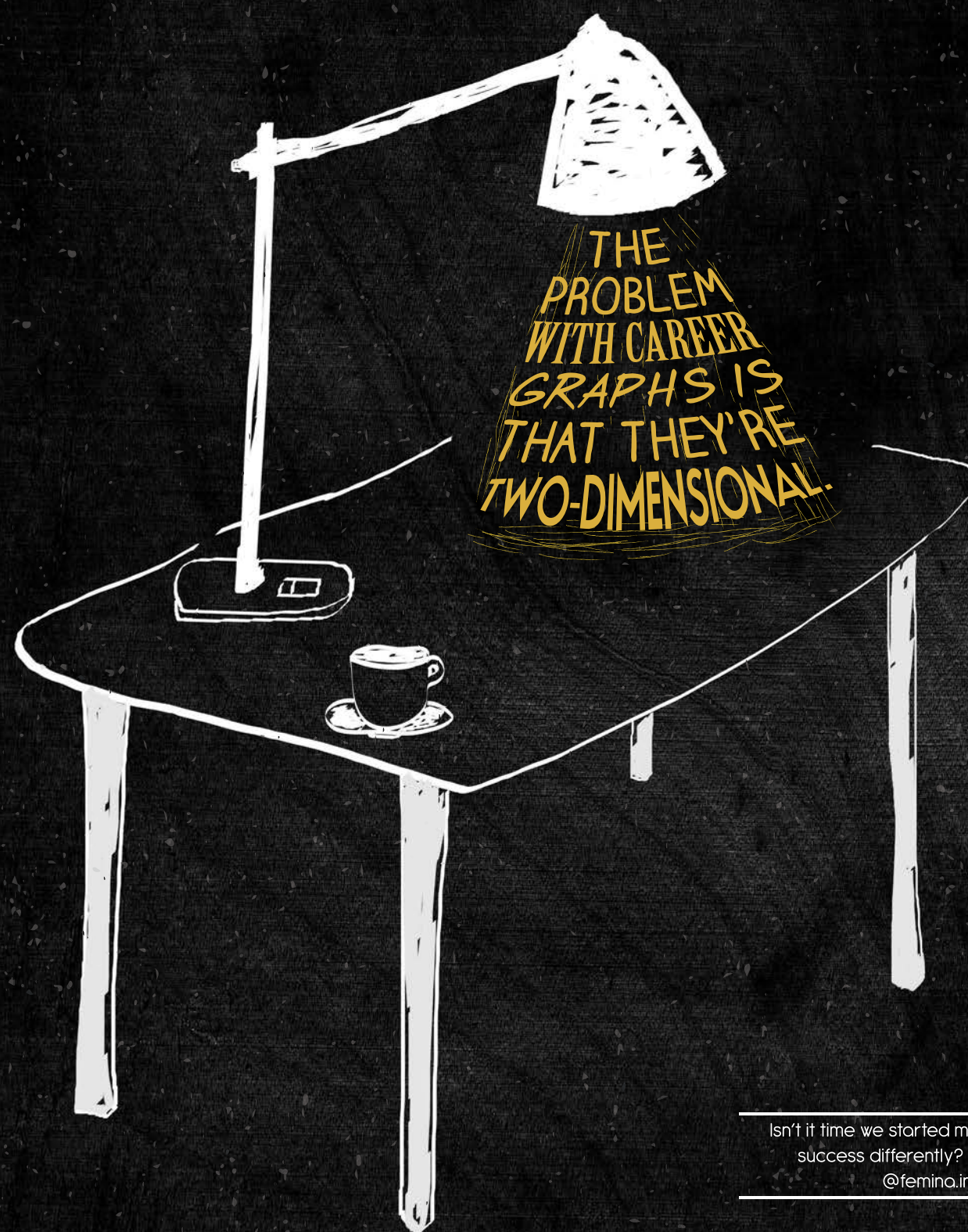
**You are well-known for your dress sense. Who do you think is the most stylish man in India?**

Shah Rukh Khan. He has a classic and simple sense of style. **■**



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## Post Office Monthly Income Scheme (POMIS):

This is a low risk profile and offers investors returns of

# 7.7%

## PUBLIC PROVIDENT FUND (PPF):

This is a no risk profile and offers investors returns of

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## GOLD EXCHANGE TRADED FUNDS:

This is a market-linked low to moderate risk profile and offers investors returns between

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## Lucrative investment options to consider for 2020-2021



## RECURRING DEPOSITS:

This is a no risk profile and offers investors returns of

# 7%

## Real Estate

This is a moderate risk profile and offers investors returns between

# 10% AND 15%

## National Pension Scheme (NPS):

This is a low to high risk profile and offers investors returns

# 8% AND 10%

## SENIOR CITIZENS SAVING SCHEMES (SCSS):

This is a no risk profile and offers investors returns of

# 8.7%





# A ROADMAP TO SECURITY

Chartered accountant and founder of Money Plant Consultancy, **Rishabh Parakh** offer a guide on how to plan your investments wisely post COVID-19

**T**he coronavirus pandemic is indeed a very challenging time for any investor. COVID-19 has changed

every dimension of our lives, and personal finance is not excluded. We are witnessing job and business losses, and salary cuts. Managing personal finance during this crisis is more important than ever.

Across the globe, all of us are living on the bare necessities alone. The basic difference between needs and wants, in theory, has now become a practical reality. Here's where the core philosophy of plan, protect, and play comes in. It is always advisable to decide that number—something to help you call it a day. It could be ₹5 crore, ₹10 crore, or more, depending on your financial goals.

However, personal finance is more personal than finance. There is a difference between financial freedom and financial independence. The amount of money in your bank account does not decide that freedom and is fairly subjective as it depends on individual needs and expenses. What you actually need is an all-weather portfolio which works under all conditions. This means, whether you choose to put your money in systematic investment plans (SIPs), mutual funds, or national pension schemes, you need to fully understand what each plan is offering you. In order to avoid any unforeseen losses in the future, you need a foolproof financial plan. To start with, you need to create a blueprint—a financial plan basis your financial goals, liabilities, timelines, and overall risk profile. Next, deciding which investment products to invest in can be planned.

Here are some important tips to financially sail through the after-effects of the pandemic:

## PLAN

### ASSET ALLOCATION IS KEY



While you would have allocated a certain amount of your finances to various assets, the pandemic has created a lot of uncertainty with the question of which asset class to invest in. First, you need to look at your asset allocation and investment. It might be necessary to shift assets from one class to another, basis your age and risk profile. After asset allocation, reallocating assets becomes equally important in the long term. For example, if someone invested heavily in real estate in 2002 and didn't sell those properties in 2013-14 when property prices were at their peak, he is no longer going to get that kind of returns today. So, investing indifferent asset classes like gold, property, fixed deposits, and mutual funds when the market is ideal is a must.

### FIXED INVESTMENTS



Bank fixed deposits are not as safe as they once were. It is important to ensure that you protect yourself even with respect to this asset class, despite it being considered one of the safest investment avenues. A simple thing to do here is to ensure you keep your money in different banks so that your assets are protected in case one bank fails. However, it is advisable to look out for alternatives to bank deposits, like debt mutual funds. They provide tax benefits and yield higher returns.

### GOLD



There's no denying that a number of people have considered investing in gold at this current juncture because of its decent



### NOTE THAT YOUR GOLD INVESTMENT SHOULD IDEALLY NOT EXCEED 10 PER CENT OF YOUR OVERALL PORTFOLIO.

returns. However, it is advisable to invest in any scheme or product only if it meets your financial goals. Moreover, note that your gold investment should ideally not exceed 10 per cent of your overall portfolio. Look for your requirements and finances that can be directed towards gold investment besides other portfolios. Gold is currently viewed as a safe investment, and that is the reason for good returns on gold in the current markets.

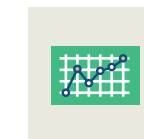
### REAL ESTATE



Like with gold, there is a rising curiosity about whether this is a good time to invest in real estate, considering the real estate market is most likely feeling the impact of the pandemic,

too. New projects have been stalled, and buyers are more hesitant to invest in properties. However, those looking to buy a home should consider investing right now, as the market rates are at an all-time low, and buyers are likely to get a decent discount. It is advisable to keep an eye out for good deals in the next few months.

### STOCKS



Investing in stocks should be considered only if one has a good understanding of the stock market, can keep a track of the various stock prices, and can predict the outcomes of investing in stocks. After all, it is difficult to suggest any one stock to consider an investment in. Moreover, it needs extensive tracking and must be done according to one's risk profile. However, if you are intent on investing in the stock market, it's safer to start with blue-chip stocks—top 30 companies that are market leaders in their respective fields. You are unlikely to go wrong with these stock options. That said, investing in the stock market needs tremendous >



efforts and constant tracking to understand trends. Unfortunately, most of us might not have time to dedicate to this investment option. However, if you do have money you would like to invest, it is recommended you seek expert advice before diving head first into that investment pool.

MUTUAL FUNDS

Perhaps the easiest, stress-free way to invest in equity is by opting for mutual funds. They are considered one of the best vehicles to help you attain that financial security. Besides, mutual funds help diversify your investments and reduce exposure to any one company. Mutual funds offer the best way to invest in a monthly mode, with an investment as low as ₹1,000 per month. Currently, the markets are down and it is

advisable that those who do not have good equity allocation, should look to invest in mutual funds, only after a thorough analysis of their finances, risk profile, and asset allocation.

PROTECT

No financial plan is complete without protection. Health insurance is an inevitable need considering that we're in the midst of a global health crisis. Health insurance and life insurance are two of the most important factors to integrate into your financial planning.

HEALTH INSURANCE


It is important to have a good health insurance plan in place. In light of any medical emergencies,

this will help keep you and your family secure. However, buying a good health insurance plan is not as simple because each policy comes with its own set of terms and conditions. There are two important parameters to keep in mind before deciding the cover. The first parameter is the family members you want to cover in your health insurance policy; the second is the city you live in, your lifestyle, and your preferred class of hospitals. Treatment cost differs from hospital to hospital, and the better the hospital is, the higher the treatment cost will be. So when choosing a health plan, make sure it's comprehensive, and meets the health needs of you and your family.

LIFE INSURANCE

A term insurance plan is the best way to ensure life cover. Calculate the financial dependency your family may have, in the event that you are not around. Your children's education, spousal and parents support, can be some possible factors to consider while calculating this financial dependency. It's ideal to have a life insurance cover that is at least 20 times your annual income. The premium for someone in their 30s could cost around ₹10,000 for a cover of ₹1 crore, so it's important to opt for a life insurance plan as early as possible.

PLAY

During this time, it is most important to stay peaceful. It's okay if you earn a little less during this time. Use this time to plan towards reaching your play stage, but until then, keep working on your plan. 

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IT'S IDEAL TO HAVE A LIFE INSURANCE COVER THAT IS AT LEAST 20 TIMES YOUR ANNUAL INCOME.

Invest in a diversified portfolio to reduce any unforeseen risks



# DATING DIGITALLY DISRUPTED!

Surya Harikrishnan talks about the modern Indian male's approach to relationships during the lockdown



Hearts fluttered when netizens watched Jeremy Cohen and Tori Cignarella begin their dating journey virtually. These New Yorkers' series of viral TikTok videos, told their story of how they met—drones flying over rooftops to first deliver hand-written notes, then exchanging text messages, and catching up over video calls. The world knows they are in love, thanks to that drone meet-cute that went viral. Cohen and Cignarella are just one among thousands of couples around the world experimenting with finding love during the lockdown. While millennials and Gen Z argue that the dating scene was already in a major flux pre-pandemic, lockdowns across the globe became a catalyst for a lot of people to be inventive or approach dating, differently.

With time and technology suddenly on the side of those seeking romance, the online dating scene received an unprecedented fillip. Dating apps have reported a constant stream of anecdotes of partners coupling up virtually during the lockdown. "Reports suggest between 30 to 300 per cent increase in virtual chats," says Bengaluru-based counselling expert Mahesh Natarajan, who believes people will be torn between the ongoing concerns of COVID, and their own need for company.

The lockdown has shown

several singles debilitating bouts of loneliness, and this intimacy void is seemingly filled by the internet and videos. "What we might see is continued virtual dating—including dressing up, ordering the same meals, playing the same music, and so on," adds Natarajan. Bengaluru-based business professional Aditya Bhat\* began dating merely three days before the lockdown protocols were imposed, and it hasn't been easy. "Staying in the same city and dating online feels like a long-distance relationship, but technology has been a saviour—we have mostly been in touch over video calls," he explains.

## PLEASURE POINTS

The lockdown and subsequent extensions have created a new paradigm—the virtual has replaced the physical, and dating is no exception to this new rule. "The idea of grabbing a coffee or casually meeting a stranger you matched with on a dating app will not happen any time soon," says Delhi-based model Alexander Balakrishnan. "The fear of COVID has reiterated the actual risks that intimacy brings with it," agrees Gurgaon-based architect Avtar Sahgal. Even while the lockdown eases and the country gradually opens up, it is unlikely that people will ignore genuine concerns about COVID-19; for some prospective physical intimacy, people may be unwilling to break down virtual barriers. They would rather err on the side of caution. Bhat says, "My friends still use dating apps; matches and conversations are ongoing, but when it comes to going on an actual date, there's a lack of confidence."

Cafes, restaurants, bars, and movie theatres are some spots frequented by couples looking to spend quality time. Due to the slower-than-usual recovery in

visits to these places either due to policy or precaution, they have been replaced by the various apps and icons on one's smartphone. According to Sahgal, frivolous dating has received a huge blow. "The solitude of the previous months has put me more in touch with my desires, and has put them in perspective. The lockdown has forced us to avoid anonymous

"THE IDEA OF GRABBING A COFFEE OR CASUALLY MEETING A STRANGER YOU MATCHED WITH ON A DATING APP WILL NOT HAPPEN ANY TIME SOON."

hook-ups. Casual sex as a means to escape dealing with our emotions is far too risky. Plus, getting frisky online is only fun for a while before you get bored. It's those meaningful conversations that start to matter," he says.

## COLLATERAL REPAIR

A positive outcome of the lockdown is the disruption of gender roles both in the home and in the outside world. "Post this crisis, men will be more sensitised to problems at home, and more sensitive in their approach towards relationships," says Balakrishnan. The changing nature of labour, and expectations of each partner's responsibilities, has forced >



Couples are concentrating more on meaningful conversation than physical intimacy



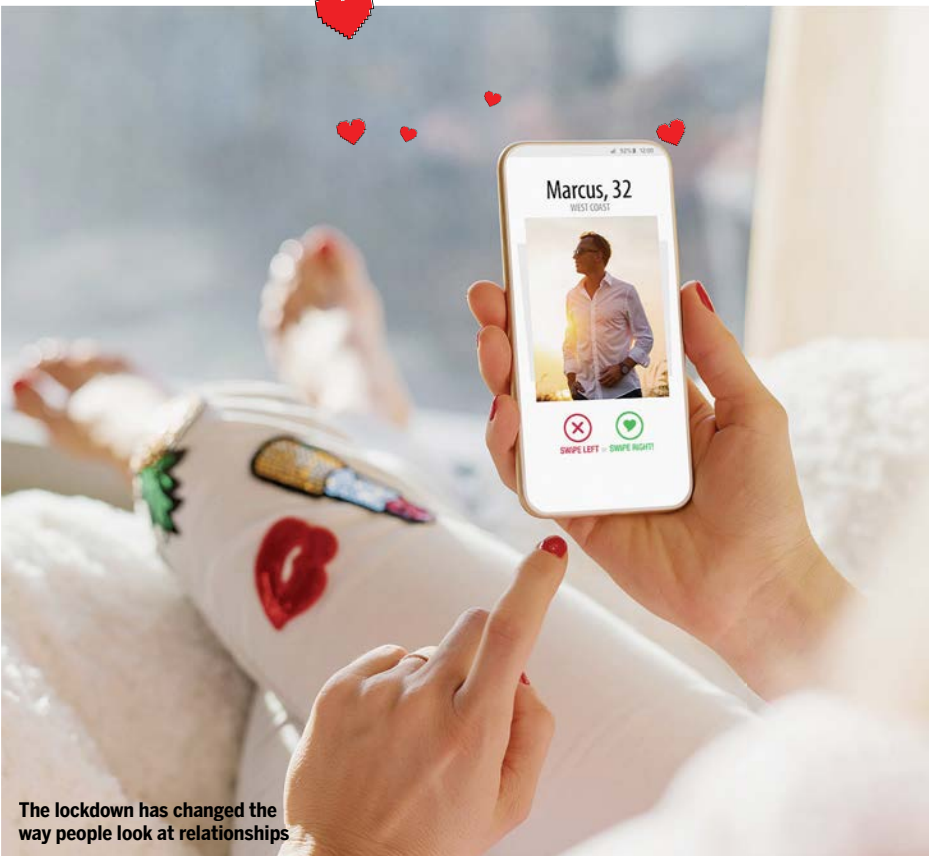
# OLD LANDSCAPES, NEW HORIZONS

A vastly different dating style also means a rethink in what people expect from potential partners, too. "Earlier, I looked for someone with similar interests and hobbies but now I've realised similarity isn't important. I prefer someone that makes me laugh and comforts me," says Balakrishnan, who believes that socially distanced times will force more men to focus on communication and developing interesting personalities.

Bhat believes that there will be a return to relationship fundamentals like chemistry, attention, and loyalty. "Unrealistic expectations because of various #couplegoals on social media, had driven people crazy. We will now learn to keep it simple," he says.

While back-to-basics seems like a step in the positive direction, has dating during the pandemic taken the spice out of relationships? "I know people who started dating during the lockdown and are already bored because they ran out of material for conversations. Every day is the same. There is nothing new to talk about," rues Balakrishnan, about the bland monotony of locked down life, coupled with unfulfilled physical desires.

So, how are dating enthusiasts dealing with this double whammy? Bhat explains, "I know of couples writing letters to each other to make things interesting. One has to find new ways and work hard on a relationship to make it work." Natrajan adds, "relationships that cannot find a new and better normal are going to find it very tough to thrive in the long run."



The lockdown has changed the way people look at relationships

## MEANWHILE, THE PANDEMIC IS AIDING SOME TO PUSH THE GENDER ENVELOPE EVEN FURTHER.

men to face harsh realities. Natarajan believes it is best for men to find joy and satisfaction in their increased domestic roles, or be relegated to disappointment. "Men should recognise that their domestic bliss depends on stepping up and doing your own chores. The bar has been

raised. Hopefully this improves the quality of relationships," he says. Meanwhile, the pandemic is aiding some to push the gender envelope even further. Sahgal says, "The gay roles of top and bottom have been blurred. Online, I have been able to try different roles without the performance anxiety that comes with the real deal. The dating pool has diversified."

In the era of the COVID-19 pandemic, a lot about dating has changed forever—what one looks for in a relationship, the way one meets a potential partner, the anatomy of a date, and so on. However, in the new normal, the transformations aren't just physical, but also emotional, and in the case of gendered hierarchies within relationships, also social. **F**



PHOTOGRAPHS: 123RF  
\*NAME CHANGED ON REQUEST

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# RULES DON'T APPLY

Stay-at-home dads are redefining the concept of modern-day masculinity, finds **Aishwarya Acharya**

It wasn't till a few years ago that societies around the world subscribed to the bipartite view of how men and women should live their lives; men were expected to be the sole breadwinners while women were expected to stay home and look after the children and manage the household. Naturally, the term housewife or homemaker is all too familiar, given the gender dynamics deemed acceptable by society. However, more and more men are challenging those norms and taking up those more nurturing roles today. According to a survey by Ipsos MORI, a market research firm, about 39 per cent Indians view a father choosing to stay home full time to look after the household as being 'less of a man', second only to South Korea with 76 per cent. The research also stated this is due to traditionally-accepted norms and beliefs that deem looking after the household as a woman's role. Read on to know how times are changing for the good.

## HAVE AN OPEN OUTLOOK

India is not new to the concept of this role reversal; established personalities have proudly taken up the mantle of homemaker, without shying away from it. Take for example author, columnist, Bollywood screenwriter, social media influencer, and motivational speaker, Chetan Bhagat. He quit his high-profile investment banking job to follow his ambition to become a writer while his wife has a 9 to 5 job. Bhagat is just one of many men who are subconsciously redefining traditional manhood and



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WITH EASE.”

masculinity. The archaic belief that men represent the stronger gender or the primary breadwinner is slowly but steadily making way for a more open and inclusive approach when it comes to pushing the envelope of socially-acceptable roles and responsibilities. Bhagat is one shining example of men defying gender norms in today's day and age. According to Bengaluru-based counsellor Mahesh Natarajan, “When it comes to being tactful about wanting to stay home, facing judgemental situations, and dealing with them with ease, humour helps. Having open conversations about your desire and intentions is a huge factor, too. If that's not all, it is encouraging to hear more about the new role reversals and this twist—behind every successful woman, is her man. This helps put things into perspective, and give some men that added nudge.” Similarly, Mumbai-based Anuj Belgaumkar, a stay-at-home father for the past six years, believes

this is what he does best and has no qualms about it. “I was at a point in my career where the only option for a good way out was to resign, and so I did. While I continued to look for other opportunities, I was at home more often. I would look after the house and my child who was three at the time. That's when I realised I enjoyed staying home and taking care of the household than my actual job, and didn't hesitate to express my opinion to the family,” he shares.

## POWER IN NUMBERS

While there may be multiple reasons to attribute to the rise of stay-at-home dads, the recession of 2008 was one of the biggest contributors for men choosing an alternate lifestyle, says a study on social and demographic trends conducted by the Pew Research Center. The study also showed that the numbers increased from 1.1 million in 1989 to 2 million in 2012. This rise shows the significant shift of parenting patterns, not only in India but across the globe. In the era of technology where everything is accessible at the click of a button, there is a constant exchange of opinions, cultures, traditions, changing



“WITH  
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AWARENESS  
ABOUT  
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creator, Jose Covaco. Everyone has laughed at his hilarious, and absolutely relatable content. However, he works from home and is a proud caregiver to his daughter, Chloe. Jose Covaco, Durjoy Dutta and K Onler Kom, Mary Kom's husband, are just few of many men taking on this new role. There no longer is a prejudice in assuming responsibilities of a homemaker. After all, a more ungendered approach to parenting is being undertaken. There is no longer an expectation for a man to uphold conventional masculinity. The world as we know it is surely changing. The real questions is, are you going to let someone's opinion stop you from taking that plunge? **F**

## CHANGE THE ARGUMENT

Conversations and views around stay-at-home dads is gradually changing. People have now become more accepting of this concept, and have tremendous respect for those men who choose to be the primary caregiver. This newfound openness and gradual acceptance of this lifestyle is encouraging other men who are struggling with their decision to stay home, or continue juggling work and household duties. Incidentally, when one takes the plunge, it creates a ripple effect that has a positive impact on those caught in the middle. “When I first caught up with a friend who was a homemaker at the time, I realised that I wouldn't be alone in my decision to navigated uncharted territory. This gave me the confidence,” says Belgaumkar. However, as with any unexplored

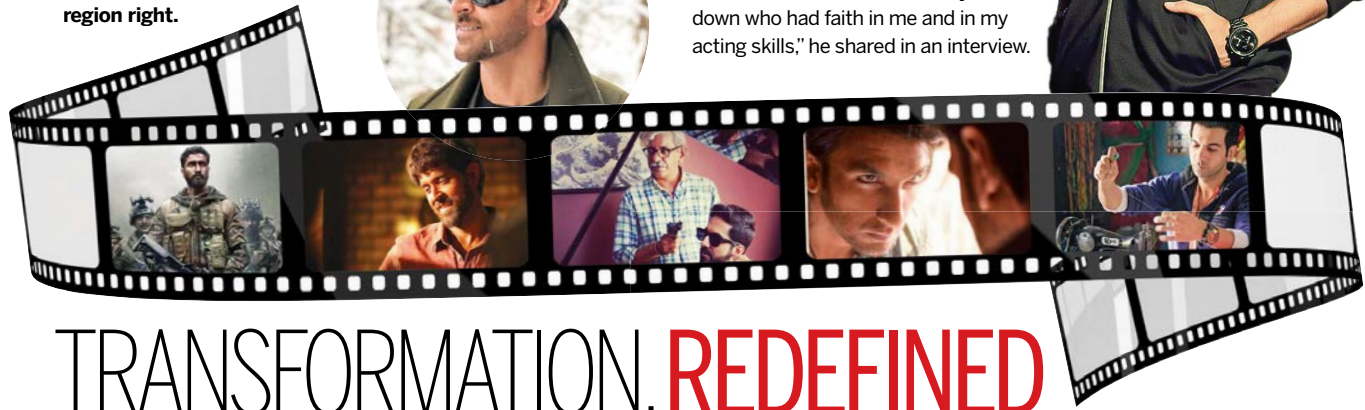
territory, Belgaumkar also faced his fair share of challenges—judgemental glances and hushed comments about whether he'd be able to singlehandedly parent his child and manage his household duties—but over time, nurturing has become second nature for him. “With increasing awareness about equality, gendered roles will start to weaken. However, one must expect the occasional backlash that can be the result of various factors. The long-term trend is clearly towards a more ungendered society where people will try and live up to their potential, irrespective of any social pressures on account of genders,” says Natarajan.





**Hrithik Roshan**

**SUPER 30 (2019)**  
 In this film, Hrithik Roshan played Anand Kumar, a mathematics instructor who coached underprivileged students for IIT-JEE. For this role, Roshan worked on the getting the dialect right by training for two to three hours daily. Add to that, he spoke about how talking gibberish opened up his vocal chords, cheek, and tongue muscles as part of his prep. He also regularly conversed with people from Bihar to get the nuances of the region right.



**Ayushmann Khurrana**

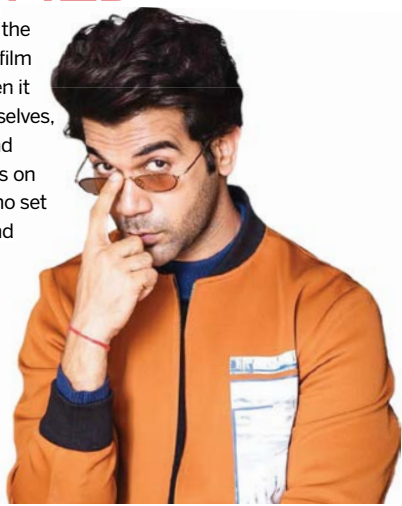
**ANDHADHUN (2018)**  
 Poster boy for hard-hitting cinema, Ayushmann Khurrana never fails to impress. In fact, Khurrana is said to have regularly visited a blind school for three months to prep for this role. "It is extremely sensitive to portray someone who is visually impaired and some of the great actors, the world over, have played these characters perfectly with sheer brilliance. I didn't want to let my director down who had faith in me and in my acting skills," he shared in an interview.



TRANSFORMATION, **REDEFINED**

Cinema today has taken on a whole new avatar with actors taking their performance to new heights. **Radhika Sathe Patwardhan** delves deeper to find just how far these stars are willing to go

Portraying different roles, and stepping into the shoes of a whole new character with each film might be just another day for an actor, but when it comes to raising the bar and reinventing themselves, these men know how to wow their audience and bring something new to the table. If upskilling is on your mind, take cue from these heartthrobs who set major goals by constantly honing their skills and outdoing themselves with each performance.



**Vicky Kaushal**

**URI: THE SURGICAL STRIKE (2019)**  
 This critically-acclaimed film had Vicky Kaushal undergo arms and ammunition training to play the role of an army officer, Major Vihan Shergill. Kaushal followed a strict diet for six months, sticking to highly nutritious structured meals, to prepare for the role. The actor is said to have gained 15 kg for his role, also underwent rigorous physical training—a two-hour weight lifting routine followed by an hour-long session of mixed martial arts.



**Ranveer Singh**

**GULLY BOY (2019)**  
 Ranveer Singh puts in his heart and soul into every performance, bringing each character to life. For his role as Allaudin Khilji in *Padmaavat*, he locked himself up to get into the headspace of this dark character. However, it was for his role in *Gully Boy*, that he took his prep to the next level. The actor underwent 10 months of training with rappers Divine and Naezy to learn the nuances of rapping in order to make his performance more impactful and authentic.



**Rajkummar Rao**

**STREE (2018)**  
 Considered one of the finest actors in Bollywood today, Rajkummar Rao gets deep into any character he portrays and gives a convincing performance in each film. In this horror-comedy film, he plays a tailor, and in order to deliver an authentic performance, the star received some training in sewing. Rao shared in an interview that he purchased a sewing machine and hired a tailor to help him learn tailoring. And if that's not all, he even interacted with the locals in Madhya Pradesh to get the dialect and diction right.

PHOTOGRAPH: INSTAGRAM

PHOTOGRAPHS: IMAXTREE.COM

FEMINA **FASHION**

SUIT YOURSELF

Designer brands such as Samant Chauhan, Dior, and Pawan Sachdeva have turned to tailoring for their spring-summer 2020 collections, but it is not the suit as you know it. From pinstripes and pastels, to relaxed suiting, the influx of new styles is the big takeaway this season



SAMANT CHAUHAN



PAWAN SACHDEVA



LOUIS VUITTON



Double-breasted suit blazer, ₹7,990, Zara



BALMAIN



PARESH LAMBA



Automotive pilot sunglasses, price on request, Ralph Lauren



Weave printed loafers with tassels, ₹7,699, Rosso Brunello



Watch series 5 ₹40,900 (onwards), Apple



DIOR



Sheer shirt,  
price on request,  
Versace



# FIND YOUR FIT

A must-have combination for every wardrobe, this season it's all about teaming sheer shirts with a pair of shorts



Technical cargo bermuda shorts, ₹2,790, Zara



Sheer ripstop T-shirt, price on request, Y-3



Rebel analog watch, ₹16,925, Police



Bag, price on request, Chopard



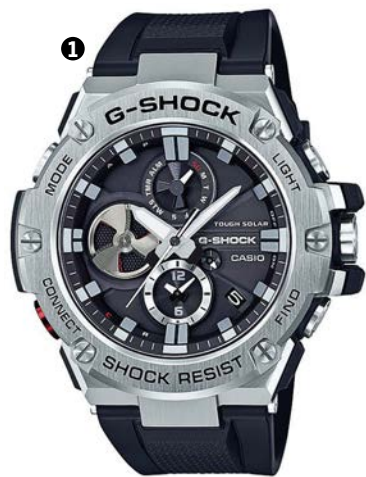
Slim leather belt, price on request, Fred Perry



Air Zoom SuperRap, ₹9,995, Nike



SAMANT CHAUHAN



## Your Watch List

A man's choice of timepiece will say a lot about his sense of style. Take your pick from our must-haves to be your dapper best



1. G-steel, Chronograph watch, ₹18,375, **G-Shock Baby-G** 2. Bracelet smart watch, ₹26,250, **Michael Kors** 3. Digital strap watch, ₹9,375, **Nixon** 4. SE-9165-01 Analog watch, ₹11,590, **Swiss Eagle** 5. Silicon strap watch, ₹7,425, **Timex** 6. Professional driver anti-magnetic, ₹41,500, **Victorinox I.N.O.X.** 7. Chronograph bracelet watch, ₹22,20, **Tissot** 8. Chronograph leather strap watch, ₹16,125, **Versus Versace**



# THE STYLE LIST 2020

They say, style speaks volumes of your character. We look at some who embody this spirit, and have us rooting for them

## SAIF ALI KHAN, ACTOR

The Oxford-educated Chhote Nawab, Saif Ali Khan, is one of the few actors who never fails to impress with his sartorial choices... Whether it's sporting a tuxedo, being casual-chic in denims, or a classic rocking a sherwani, he knows how to wear it like a king.



## PADMANABH SINGH, KING OF JAIPUR

Popularly known as 'Maharaja of Jaipur', Padmanabh Singh, is one of the youngest royals of this country. At 21, the young king not only controls a fortune, but is also a renowned polo player. He is synonymous with fashion, and has walked the runways for luxury brands such as Giorgio Armani, and Dolce & Gabbana among others.



## RANVEER SINGH, ACTOR

Call him outrageous, but there is no denying that he is as quirky as it gets, and one of the few actors who experiments with his outfits. From athleisure to funky chic, you name it and the star has pulled it off.



## ADAR POONAWALLA, CEO, SERUM INSTITUTE OF INDIA

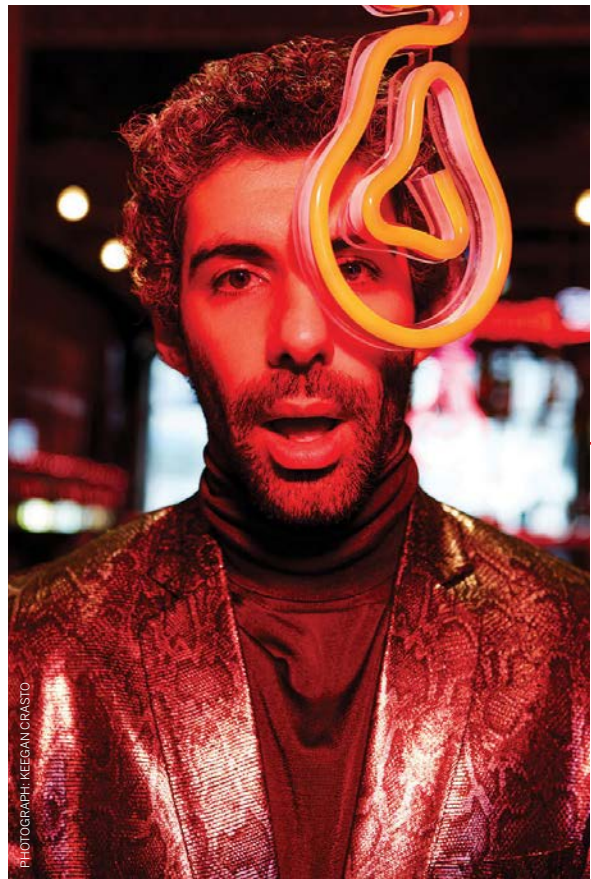
When the spotlight hits 39-year-old Adar Poonawalla, CEO, Serum Institute of India, his overall style could be described as graceful. Recently, Poonawalla's company partnered with scientists from the University of Oxford in an attempt to create the world's first COVID-19 vaccine.

## RANBIR KAPOOR, ACTOR

When it comes to fashion, his dress sense can be defined as cool and effortless. What sets him apart is that he mixes street favourites and luxury labels to deliver unforgettable looks. >







PHOTOGRAPH: KEEGAN CRASTO

JIM SARBH,  
ACTOR

From starring in Prateek Kuhad's *Cold/ Mess* music video to stepping out in flashy prints to run errands, he is a role model for unconventional preferences.



PHOTOGRAPH: TIMESCONTENT

ANAND AHUJA,  
BUSINESSMAN

For this Delhi-based fashion entrepreneur, running fashion brand Bhane, comfort is priority. A true sneakerhead, he married fashion icon Sonam Kapoor and the two of them together spell sophistication.



SACHIN PILOT,  
POLITICIAN

Deputy Chief Minister of Rajasthan, and a member of the Indian National Congress, Sachin Pilot's personality aligns with his fashion choices. Simple yet charismatic, he styles the traditional Nehru jacket with a twist. Well-tailored suits that occasionally make their way out of his wardrobe help to elevate his personality.



PHOTOGRAPH: DNA NEWSPAPER

ANMOL AMBANI,  
BUSINESSMAN

Tina and Anil Ambani's elder son has been part of the board of Reliance Capital since 2016. He holds a Bachelor's degree in Science (BSC) from Warwick Business School, United Kingdom, and personifies the word dapper every time he steps out.

KL RAHUL,  
CRICKETER

An Indian cricketer who is praised for both his performances on the field and his persona off it is KL Rahul. He is a strong supporter of homegrown brands, and is the co-owner of GullyLiveFast, a streetwear brand. His athletic body always compliments his choice for athleisure styles. >



PHOTOGRAPH: TARU MCMANUS

FARHAN AKHTAR,  
PRODUCER AND ACTOR

What makes Farhan Akhtar different from those around him is his underrated style quotient. His inclination towards all things cool is also reflected in his looks in the roles he takes up.

VIRAT KOHLI,  
CRICKETER

On the crease, he is inimitable, but outside, his style is replicated by millions. Virat Kohli's off-duty persona is understated yet edgy, whether it's the way he dresses or grooms his hair. It's no surprise then that he is a youth icon of this generation.



PHOTOGRAPH: COLSTON JULIAN

ADITYA THACKREY,  
POLITICIAN

Fourth generation Shiv Sena leader Aditya Thackrey is currently the Minister of Tourism and Environment, Maharashtra and a shining example for millennials in Indian politics. Growing up in the shadow of grandfather the late Bal Thackrey, Aditya is the youngest chief ministerial candidate in the history of the country. A fan of basic ensembles, he loves to opt for fuss-free styles.



PHOTOGRAPH: VIKRAM SINGH BHAVA



GAURAV GUPTA,  
FASHION DESIGNER

One can identify a Gaurav Gupta design from a distance. The label, characterised by futuristic forms, not only includes couture women's and men's wear, but also a fine jewellery line. He extends his fearless and unusual personal style to his designs.



PHOTOGRAPH: ASHISH CHAWLA

DR AMIN JAFFER,  
ART CURATOR

London-based Dr Amin Jaffer is currently the curator of the exquisite Al Thani Collection, an encyclopaedic holding of more than 6,000 works of art spanning decades. For someone who is always on the move, his sartorial choices are elegant. **E**



PHOTOGRAPH: ANTONIO MARTINELLI



BREEZY & BREATHABLE

Antar-Agni SS'20 collection is a celebration of fabrics in their most natural state. Translating the leisure and freshness of a mid-summer morning into clothing, this range is an assortment of styles that celebrate understated silhouettes and sustainable fabrics.

PRICE: ₹7,000 Onwards  
AVAILABILITY: **Antar-Agni stores and [ujjawaldubey.com](http://ujjawaldubey.com)**



REACHING OUT

In the face of the current pandemic, label Lecoanet Hemant has designed reusable face masks, made with cotton poplin with polyester interlining. They feature prints and light quilting technique. Each piece undergoes UV-ray sterilisation before being packed in a fabric pouch made from the off cuts.

PRICE: ₹999 Onwards  
AVAILABILITY: **[geneslecoanethemant.com](http://geneslecoanethemant.com)**

Trending

Femina's round-up of the latest news, views, and buzz in fashion

HYPE BEAST

Dior and Kim Jones teamed up with Jordan Brand to create the Air Jordan 1 OG Dior limited-edition sneakers. These sneakers—in low-top and high-top versions—will be launched through an exclusive online and offline experience. A special microsite will be created and only a number of boutiques will be allocated with this one-of-a-kind shoe.

PRICE: **On request**  
AVAILABILITY: **Dior stores and [dior.com](http://dior.com)**



KEEP IT COOL

The new Versace Spring/Summer 20 eyewear range showcases contemporary optical and sunglass styles. The modern frame silhouettes are enriched with an array of house codes—Medusa, and the safety pin.

PRICE: **On request**  
AVAILABILITY: **Versace stores and [Versace.com](http://Versace.com)**



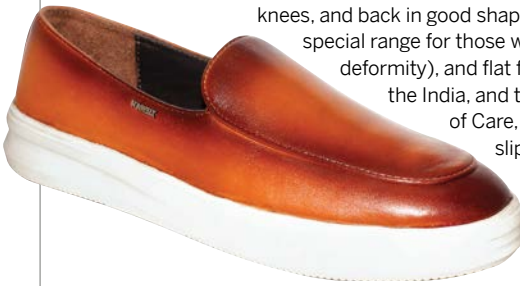
For summer 2020, Bhaane found inspiration in community clubs and reminiscent characters. The collection is a tongue-in-cheek tribute to the analog photo albums of teenagers in their growing up years, which lacked composition, but captured the prime essence of their awkward phase. The '90s inspired collection pays an ode to hazy poolside afternoons, spent achieving a blissful state of idleness. The men's section of the line carries sporty details in easy paperboy and skater shorts, worn with oversized T-shirts, spa shirts, oversized poet shirts in soft khadi.

PRICE: ₹2,200 Onwards  
AVAILABILITY: **Bhaane stores and [bhaane.com](http://bhaane.com)**

HAPPY FEET

Von Wellx Germany, a footwear brand that uses internationally patented German technology, is committed to maintaining the feet, knees, and back in good shape, while being fashionable. It offers a special range for those with diabetes, hallux valgus (foot deformity), and flat feet. The brand recently launched in the India, and threw open its newest collection, Pair of Care, comprising monks, brogues, sandals, slippers in hues of brown, tan, red, and black.

PRICE: ₹4,299 Onwards  
AVAILABILITY: **Metro and Mochi stores and [vonwellx.com](http://vonwellx.com)**



SPORTY-CHIC

Blending stylish excellence with contemporary aesthetics, the new Spring/Summer 2020 Prada Linea Rossa collection showcases garments in a multitude of shapes, volumes and thicknesses. The line stays true to the brand's sartorial codes, but renews itself with new active models featuring a dynamic wraparound design. The avant-garde style introduces new graphic motifs, with a three-dimensional effect, and rubber details that ensure a comfortable fit perfect for any sport. Up your sunglasses game with these futuristic shades.

PRICE: **On request**  
AVAILABILITY: **Prada stores and [prada.com](http://prada.com)**

PRIMITIVE CLASSIC

Inspired by the ancient civilisation nurtured by the Sindhu (Indus) river, Good Earth's Spring/Summer 20 collection presents easy separates that offer a modern interpretation to the earthy colours and traditional silhouettes of the region. The line Abeer features wardrobe essentials for the contemporary man in natural fabrics comprising heritage prints like ajrakh and cheent.

PRICE: **On request**  
AVAILABILITY: **Good Earth stores and [goodearth.in](http://goodearth.in)**



DENIM DREAMS

Get set for Wrangler's Traveler Lite Jeans this season. It uses knit-fabric made with hollow yarn, thus making it much lighter than those available in the market. Some of these denims also come with silver shield technology to keep them fresh even after multiple uses. These unique features make this range the ultimate companion for your adventures.

PRICE: **On request**  
AVAILABILITY: **Wrangler stores and [wrangler.com](http://wrangler.com)**

NEED FOR SPEED

Asics has launched its newest running shoe—Novablast—alongside the ASICS Run Mixer™ App, which enables the runner to create melodious tunes based on the rhythm of their footsteps while running. With a unique design, the Novoblast is for the younger generation of runners, who do not just look for great performance from a shoe, but also an eclectic appearance that enhances their love for running.

PRICE: ₹11,999  
AVAILABILITY: **Asics stores and [asics.com](http://asics.com)**



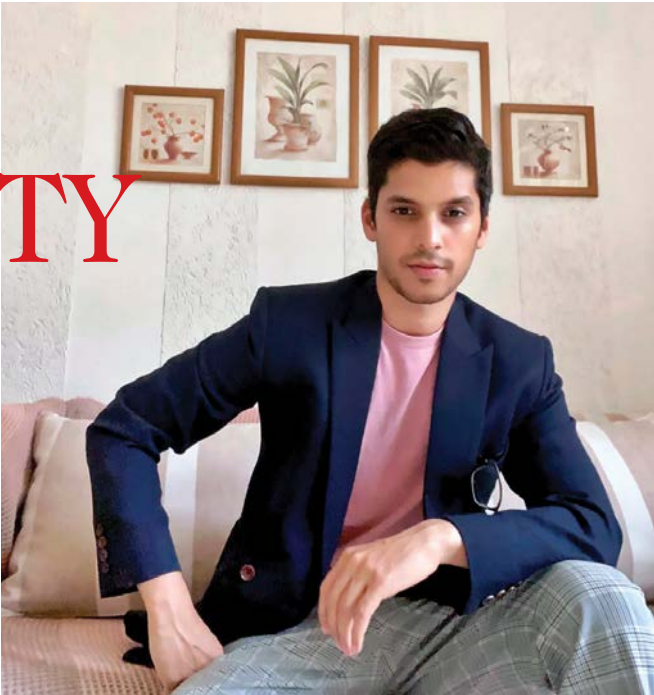


# REDEFINING MASCULINITY

Four sartorial experts are setting the new commandments of fashion in stone, changing the game one pink blazer at a time, finds Ruman Baig

## SIDDHARTH BATRA (Digital creator, fashion/ grooming expert)

"I've always considered myself a rule-breaker. When I started #GuyBeauty, a makeup video series on my Instagram, with content on 'her' wardrobe for 'him', many applauded it while many were taken aback. I almost felt like an anti-hero, but nothing stopped me. Now, I'm known for this approach. I've never had consistency in my personal style, so I'm always gasping for change. In fact, someone recently called me a sartorial chameleon, and I kind of agree. Only know what you're capable of, so when you take the plunge, have confidence, and always make what you wear, your own."



## SANDEEP GONSALVES (Co-founder and Creative Director of SS Homme)

"Fashion and style, I believe, is a strong representation of one's personality. When it comes to my personal style, I am an extreme person. I am either suited and booted, or I go completely casual in my sweats; I just make sure it's never boring. I like to keep it clean, crisp, and classic—but interesting. I tend to pick sharp cuts and structured silhouettes that retain the charm of bespoke clothing, but I experiment when it comes to the colour palette and the final styling of my look. I have never been the one to follow the trend and dress according to how everyone else dresses. Comfort, functionality and quality are key factors for me." >



## USAAMAH SIDDIQUI (Fashion influencer and founder of the Dapper Label)

"They say you don't get a second chance to make a first impression, and a person's appearance makes up a big part of that. For me, dressing up has always been about being simple—minimal but with a touch of bling; it's about expressing my individuality through my style. Putting in less effort when it comes to dressing up does not make it effortless; if you're a minimalist you can have a distinctive sartorial sense. For instance, I can sport a print—colour block in contrasting hues, and carry an accessory—without making it look over the top. To curate your own timeless style, wear clothes that are an extension of your personality. I don't compromise comfort for style. My philosophy is straightforward: whatever makes you feel good, makes you look good, too."



## VARUN AGRAWAL (Fashion influencer)

"Fashion has been defined and redefined and grouped into categories, yet to me, it's all just another form of self-expression, beyond labels and trends. When it comes to styling, I love playing around with prints and colours and it need not communicate masculinity or femininity, just my vibe. I believe that personal style evolves when you open your mind to experimenting beyond the concept of what is usually acceptable. Besides, there is no stereotypical way of dressing anymore, one should wear what they feel confident in, whatever it may be." 







# THE DAPPER MALE

*Femina* raided actor **ADITYA SEAL'S** wardrobe for a fun at-home shoot to replicate some spring summer 2020 trends that made it big on the runways.

Compiled by senior fashion stylist, **Yukti Sodha** and activations coordinator and stylist, **Swathi Mohandas**



## LET'S PLAY

Boxy and complete with spread clam collars, bowling shirts were the order of this season's runways. It's only natural since they make an apt choice for play time rituals with your dog. >





**CLEAN SLATE**  
Give your classic white shirts an upgrade by choosing sleeveless ones in a denim fabric.



**TOE THE LINE**  
Dynamic tailored styles have made a comeback this season. Dare to go shirtless for a cooler look? >





**GUITAR HERO**  
Who said you can't dress up for yourself every now and then? Carry forward summer staples even if it's for those solo jam sessions.



ALL CLOTHES AND ACCESSORIES ADITYA'S OWN

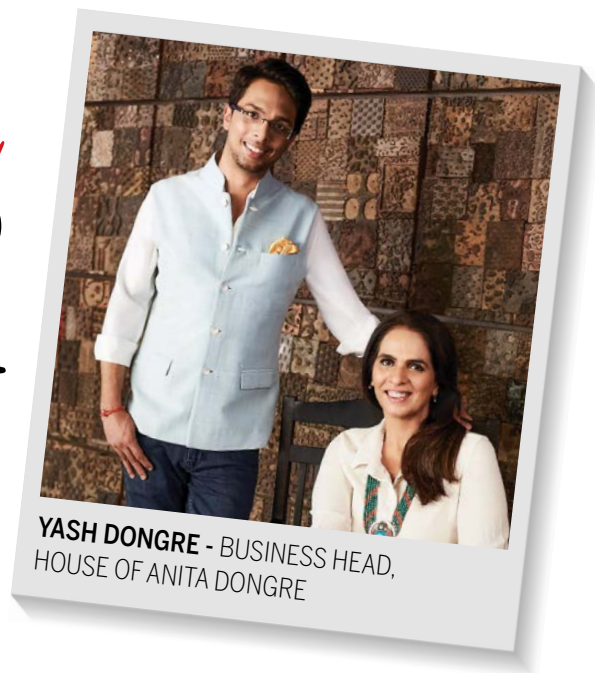
**BOXING DAY**  
Spring/Summer 2020 runways saw 'boxer shorts as outerwear' as an emerging trend, making it a must-try for a stylish update. [f](#)



# RIGHTFUL HEIR

In an insightful tête-à-tête with Ruman Baig, fashion's newest scion, **YASH DONGRE**, talks about his entrepreneurial journey, and what's next for business in the post COVID-19 era

What do you bring to a brand that is already the benchmark for success in Indian fashion?" When Yash Dongre joined his mother, Anita Dongre's eponymous label as the business head, this was the one question he asked himself. House Of Anita Dongre (HOAD) has always been a family-run enterprise. In the '90s when the three siblings—Anita Dongre, Mukesh Sawlani, Meena Sehra—started this venture with just two sewing machines, everybody took up different aspects of the business and played to their strengths. This meant the siblings contributed evenly in the success of India's largest fashion conglomerate. Almost 20 years later, HOAD has five brands under its umbrella—AND, Global Desi, its bridal line under label Anita Dongre, jewellery brand Pinkcity, and the sustainable label, Grassroot. When the young scion was given a seat at the table, he knew he had to earn it. And two years ago, he made HOAD the first and only Indian designer brand to have a standalone bricks-and-mortar store in SoHo, Manhattan, New York, commencing the global journey he envisioned for the label. In a conversation with *Femina*, he talks about his role in the enterprise,



YASH DONGRE - BUSINESS HEAD,  
HOUSE OF ANITA DONGRE

what's next for the brand, post COVID-19, and how fashion needs to reassess its moves. Over to him:

**You're the business head of the biggest fashion house in India. Was it always a part of your career plan?**

I completed most of my education in Mumbai, so I grew up around the business. Even during my school and college days, I used to spend a lot of time in office, so I never really had a backup career plan besides this. This business was something I was always interested in, especially the marketing side of it. This led me to earn a degree in international marketing from Hult International Business School, Boston. I didn't just take it up because it was my family business, it felt like a natural progression.

**Design houses often don't run on a strict business module in India. Do you think that's what sets HOAD apart?**

Despite it being a family-run business, everyone in charge was exceptionally professional about their roles in the company. My mom handled the creative aspects, my uncle Mukesh handled the finances, and my aunt Meena looked after the sourcing and production department. I've noticed that this isn't a norm amongst a lot

**"I'VE NOTICED THAT THIS (PROFESSIONAL STRUCTURE) ISN'T A NORM AMONGST A LOT OF FAMILY-RUN VENTURES; THEY DON'T IMPLEMENT A STRUCTURE AND TEND TO RUN IT MORE LIKE A MOM-AND-POP SHOP."**

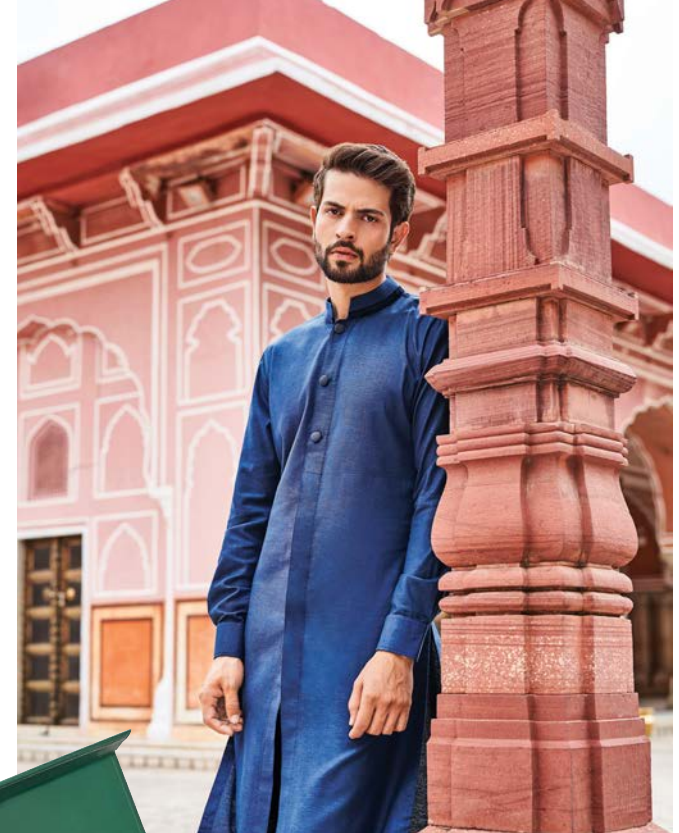
**"I ALWAYS KNEW I NEEDED TO ADD VALUE TO THIS ALREADY SUCCESSFUL BUSINESS, AND AS THE SECOND GENERATION, I DIDN'T JUST WANT TO BE A PART OF THE ORGANISATION BECAUSE I WAS BORN INTO IT."**



of family-run ventures; they don't implement a structure and tend to run it more like a mom-and-pop shop. Fortunately, we implemented a corporate regime very early on, and that has helped us grow—not just as a design house, but as business. This growth eventually allowed us to introduce foreign funding to our brand, and enabled us to bring in senior management to look after the financial aspects; we were amongst the first to do something like this.

**As a business head, what are the practical changes that you've brought to the brand?**

I've been more curious about the marketing and business side of the company, so I knew where I had to invest my energy. I wanted to make the brand international, so three years ago I moved to New York and worked towards opening our first ever flagship store that is now up and running. I always knew I needed to add value to this already successful business, and as the second generation, I didn't just want to be a part of the organisation because I was born into it. I had to take on some big responsibilities and prove myself as a worthy successor. Since New York was a new chapter, it gave me the perfect opportunity to prove myself and build our international presence from scratch. When I managed to do that, it helped me understand the entire business from a different perspective. I always knew there was an affluent South Asian community in the US that wanted to consume latest Indian fashion, but had no



immediate access to it. I take extreme pride in the fact that ours was the first Indian designer store in SoHo, and is present amongst some of the world's leading fashion brands.

**Over the years, HOAD has also grown in the space of men's fashion. Will there ever be a separate line for it?**

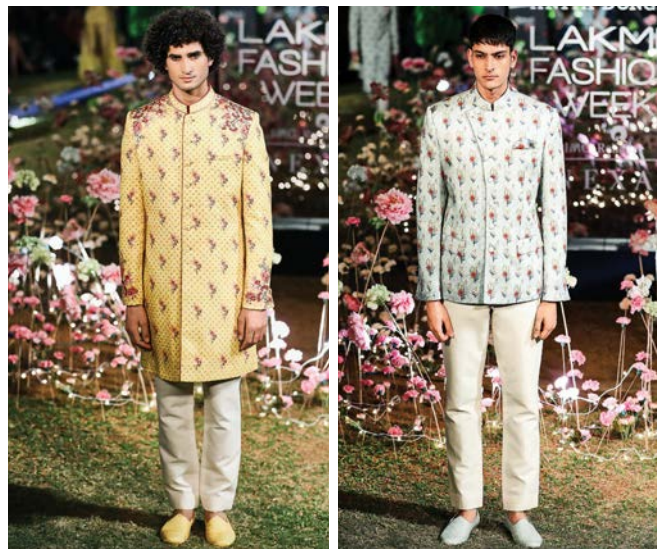
The men's collections have always been an extension of our main bespoke brand, and it will remain to be that. While designing our menswear collections, what we realised was that there was a void in the market for understated and chic styles when it came to men's traditional or fusion wear. Everything that existed tilted towards the more-is-more aesthetic, and we knew there was a large population of men who were minimalists. Moreover, men aren't very comfortable shopping for ethnic wear in general, so the idea was to make the groom/groomsmen comfortable by offering them choices that were classic, yet modern. Our creations are a stark contrast from the regular cookie-cutter style, heavily embellished *sherwanis*, *kurtas*, and *bandhgalas* that you will generally find.

**How would you describe your personal style?**

My personal style is minimal-chic; I am always drawn to old-school classics. My staple is a *bandhgala* (waistcoat/Nehru jacket), layered over a shirt; it's something that's versatile and pairs well >







with denims as well as tailored trousers (for when you have to sit in on meetings or rush for a dinner party that calls for semi-formal attire). I don't like to experiment too much, so this is my go-to formula when it comes to dressing up. For those who don't like to wear a tie, this is akin to a three-piece suit.

**Due to the current pandemic, businesses are taking a huge hit. What are some measures that companies should take to survive this economic downfall?**

For us, the biggest learning has been about cost control. When things are going well, we tend to neglect the little things that eventually add up to larger costs. You end up over-hiring, and over-expanding. Now we have understood that it's about running a leaner and tighter business, not spending money where it's not required. That is the only way to survive the next six to eight months. The hope is that by the beginning of next year, business will see an upheaval. Till then, it's about remaining afloat and taking care of your company and your employees.

**What is the one piece of advice you would like to share with young entrepreneurs who are starting out?**

For people who are just starting out or have just started out before the pandemic, I would advise them to look at this phase as an advantage. We

**"EVEN THE MARKETING SPHERE WILL CHANGE, LAVISH SPENDS ON FASHION SHOWS, BIG EVENTS, AND EXHIBITIONS WILL SEE A MASSIVE CUT DOWN."**

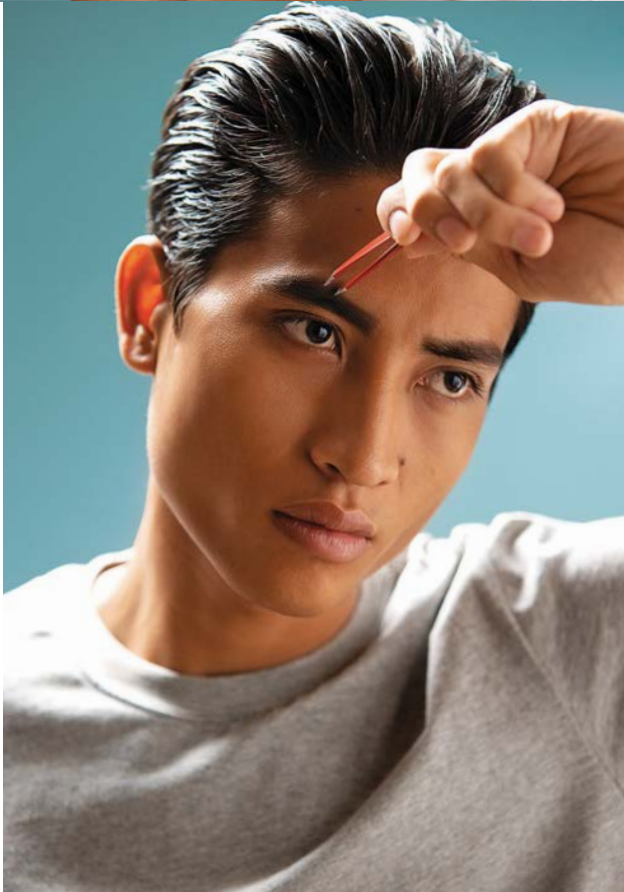


have over 2,000 employees on our payroll, so managing their salaries, paying rent, and managing inventory can be extremely difficult to handle under these circumstances if you don't have your finances in order or a contingency plan. However, if you're at the helm of a small venture, you can view all the challenges that bigger companies are currently facing, and learn from their mistakes. Moreover, now is the time to think of tomorrow, and how you can scale up your business by adapting and reinventing your strategy to fit a sustainable module that is diligent about cost saving.

**What's next for fashion, post COVID-19?**

Considering disposable incomes have significantly diminished, brands will start making value lines, since consumers will not splurge on luxury items. Fortunately for us, we've always had a ready-to-wear line which is much more affordable. I believe that more couture designers will soon launch prêt collections. Even the marketing sphere will change, lavish spends on fashion shows, big events, and exhibitions will see a massive cut down. A lot of these physical marketing strategies will convert to digital-first as we are currently witnessing, and this will stay for the long haul. For the foreseeable future, lavish fashion campaigns will not be viable; brands will now try to be creative on a budget and there will be consolidation when it comes to spending. **F**

FEMINA **BEAUTY**



PHOTOGRAPHS: VINAY JAVKAR

**LEAP OF FAITH**  
As the beauty industry tackles a new normal, like women, men too are adapting to changing grooming norms. Here's looking at the current at-home grooming scenarios, the evolving salon industry, and products for specific skin and hair needs.





# MEN'S GROOMING INDUSTRY

## COMING OFF COVID-19

**C**COVID-19 has hit almost every business world over as the industries cease their functions to prevent the possible spread of the infection, and companies in India are no exception. However, after three months, the government has allowed a few businesses and industries to resume their working under the Unlock 1.0 phase.

Among all the industries that were hit by the pandemic, grooming and salon businesses suffered a terrible dent. Needless to say, the situation has also hit one of the fastest growing contributors to the beauty industry—men's grooming and salons. The men's grooming business graph—including the at-home grooming products and in-salon services—that witnessed a mammoth growth in the past decade, dipped massively in the last three months. Despite the new guidelines allowing salons to open in certain areas, consumers are hesitant to visit fearing compromised hygiene.

Men's grooming and salon industry has taken a hit in the past three months due to the lockdown. **Sukriti Shahi** explains how the industry is planning a relevant comeback in Unlock 1.0 for its consumers

"We witnessed a substantial decrease of 40-60 per cent in the first two weeks as compared to the same time pre-COVID-19. There is still a lot of

fear which will continue for the next few months, and we do not see our footfalls reaching the same numbers for at least six months," says Krishna Gupta, co-founder and managing director, Lloyds Luxuries - TrueFitt & Hill India.

The current situation has called for the two immediate steps from the industry leaders—to make salon safety measures stronger and develop more at-home products specific to men. "The pandemic has changed the dynamics of the salon industry – new methods of working, new patterns of consumption, and new ways of interacting with people is key," says Pushkaraj Shenai, CEO, Lakme Lever.

### Changing times

In order to maintain limited contact with the customer, salons are revising their service menu



as well as the appointment process. "We have restricted a few services which required direct hand-to-skin contact for long durations, as this would limit the exposure," says Gupta. Restricting the number of customers inside the salon is seen as an alternative to preventing the spread of the virus. "We are maintaining social distancing through limited pre-booked appointments and reduced staff strength in the salons. But we have retained all the services on our menu," says Shenai.

The major change in the business will also be facilitated by stringent hygiene processes. Regular check-ups of the staff, customers and maintaining hygiene in the salon space is of utmost importance. "Given the situation, discerning customers will trust brands with a strong focus on hygiene and safety—salons will be judged on these as much as their professional skills. With strict social distancing, pre-screening, protective gear for experts and new service protocols, a salon visit will be a completely different experience," explains Shenai.

### All hands on hygiene

While most of the salons are particular about their hygiene measures, the COVID-19 pandemic has called for a stricter implementation. Gupta states that in his salon, the temperature of each staff member is recorded and registered on a daily basis. Disposables have replaced lush linens. All technicians wear disposable gloves as a part of the SOP for each customer. They also wear face masks, and face shields to limit exposure.

It's a two-way measure where not just the staff but customers will also be checked upon visiting. The common measures include temperature checking, filling in health declaration, safety validation through Arogya Setu App, and hand and feet sanitisation.

The salons have been instructed to follow guidelines issued by the government and Beauty >



**Regular check-ups of the staff, customers and maintaining hygiene in the salon space is of utmost importance.**



**PUSHKARAJ SHENAI**  
CEO,  
Lakme Lever

*The pandemic has changed the dynamics of the salon industry—new methods of working, new patterns of consumption, and new ways of interacting with people is key.*



**KRISHNA GUPTA**  
Managing Director,  
Lloyds Luxuries

*There is still a lot of fear which will continue for the next few months, and we do not see our footfalls reaching the same numbers for at least six months.*



and Wellness Sector Skill Council. “We are carrying out daily deep cleaning and regular disinfection of every touchpoint throughout the day with a biosurfactant cleaner. Apart from the protective gear for the team, we are focussing on using only single-use kits for 90 per cent of the services. Though, we haven’t taken off any service from the menu, we have revised the processes for skin, hair and make-up services to reduce touch. This has been done after the review of a medical professional we have on board. We are also encouraging contactless billing and payments,” says Shenai.

Plan it well

If you decide to visit the salon, what is expected of you? Apart from wearing your masks and gloves, cooperate with the staff. “We would request customers to follow the government guidelines to ensure safety for themselves and the salon teams. This includes pre-booking their appointment so we can manage social distancing, avoiding a visit if they are unwell, allowing the teams to check their temperature, using the Aarogya Setu app and making digital payments,” says Shenai.

Grooming products—new v/s old

Another grooming fact that has surfaced during the lockdown period

During the lockdown, brands cashed in upon products catering to at-home skin and hair treatments.



NEHA RAWLA  
Head Brand Communication,  
Forest Essentials


*Proximity, transparency and trust will be the key elements in the post COVID-19 world as more consumers will become particular about the quality products.*



is an increased need for the at-home grooming products. To understand this, it’s imperative to look back at the men’s grooming industry that it was five to seven years ago. The use of at-home men’s grooming products was still at its nascent stage. Men were more dependent on their local barber, barely used specific skincare or hair care products, ignored their skin type and skin issues before investing in a product, and their grooming needs were restricted to a monthly haircut and regular beard trims.

Since the last five to seven years, the men’s grooming industry has evolved. There has been an increased awareness regarding the product need, ingredients, and specific grooming ranges. The industry has become inclusive of men’s needs and men have become aware of their grooming needs. During the lockdown, brands cashed in upon products catering to at-home skin and hair treatments. “Our sales have increased by 40 per cent annually since we started, and that has taken a sharp increase during this period where we were overwhelmed by orders for our grooming products during May/June once deliveries opened up,” says Gupta regarding the TrueFitt & Hill men’s grooming product ranges.

What’s important to note is that going forward, not only will the grooming needs change, customers will have more time to research and make an even more informed choice. “Proximity, transparency and trust will be the key elements in the post COVID-19 world as more consumers will become particular about the quality of the personal and skin care products they are buying. This would further boost the demand for natural and high quality beauty products which have a high trust and credibility value,” explains Neha Rawla, Head Brand Communications, Forest Essentials.

The pandemic has also made people think about unsafe practices which harm the environment. Now, it is expected that the customer will look at the ingredients used, their sources, product packaging and efficacy among other things. “Modern consumers are not only conscious of what they are putting onto their skin and hair, but are also considering the environmental impact of the products they are choosing to purchase. This is a very apparent trend,” concludes Rawla. 

Master of the CRAFT

HAKIM AALIM is an undeterred, honest, and infallible craftsman who beat the odds to become a force to reckon with, reports Sukriti Shahi

Hakim’s Aalim is not just a brand, it’s a benchmark for every hair artist. Started in a room with a single chair and shampoo basin, it’s a tale of grit and determination. Today, Hakim has a clientele of several A-listers, but what makes this hairdresser stand out is his unique modus operandi. In a candid conversation, he talks about his struggles, importance of education, and building bonds to excel in life.

What inspired you to be in the creative field of hairdressing?

I was inspired by my father, Hakim Kairanvi, who was a well-known hairdresser of the country. From Amitabh Bachchan to Bruce Lee, he had styled a number of Indian and international celebrities in his time. After his untimely death at 39, I wanted to take his legacy forward. In college, I tried my hand at acting, but didn’t enjoy it. Then, I switched to hairdressing. I began as an amateur with a single chair in my salon, and practiced haircuts on my friends. A beauty giant spotted my talent and sponsored my training in cities like Paris and London, and now, I’ve spent 22 successful years in the industry. I have a team of over hundred hairdressers. I’m happy with the way we have progressed, in addition to the clientele we have managed to secure over the years.



*“THE SECRET TO CARVING A NICHE IN ANY FIELD LIES IN EDUCATING ONESELF IN THE CRAFT.”*

What, according to you, helped you succeed in the field?

The secret to carving a niche in any field lies in educating oneself in the craft. After all these years, I still consider myself a student who’s learning the art of hairdressing. I’m constantly engrossed in learning something new. Another important aspect is team building. I have a talented team; I send them to different cities around the world for courses and hands-on training to update their technical education. My team is the proponent of my brand. I feel my staff’s development and >





*“NO CRAFT IS BIGGER THAN THE PERSON YOU ARE. I HAVE BEEN HONEST TO MY CRAFT, AND MY CLIENTS. I DON’T SHY AWAY FROM WORKING HARD.”*

**What or who has guided you through your journey?**

My guiding light has been my mother’s struggle to provide for me and my sister after my father’s passing. She made many sacrifices for our upbringing and education, and it has always motivated me to make her proud of my achievements. Of the many lessons she taught me, the greatest one is to

be righteous. I try to incorporate that in all my dealings, constantly.

**How does it feel to be a changemaker in the field of hairdressing?**

It’s delightful to be seen as an exponent of change and positivity in my chosen profession. When I had started, it was a stigmatised profession, but things have evolved; people now aspire to be a hairdresser.

**From your celebrity clientele, who influences you the most when you choose to be different?**

Hrithik Roshan and Shahid Kapoor are always supportive when I try to do something different. They get involved with each look I customise for their respective characters, and brainstorm along with me.

**How important is family’s support?**

It plays a significant role. Your family background isn’t important, what matters is how you use your experiences, and turn them in your favour to build a successful career. I am lucky to have a happy family. My wife is extremely supportive and honest with me; she guides me through tough paths, and tells me when I am wrong. **F**

**What do you think you do (or did) differently that the name Aalim Hakim has become the brand that it is today?**

No craft is bigger than the person you are. I have been honest to my craft, and my clients. I don’t shy away from working hard. Given the status of my clientele, I have witnessed ego clashes, but I have maintained my frank approach.

education of the craft is also vital for the brand. Even during the lockdown, we’ve been carrying out virtual training for the staff, so that there is no dip in our quality and credibility once we re-open.  
Over the years, I’ve taken a more directive role in my venture, where I mostly restrict myself to conceiving a look which is taken forward by my team. Versatility and adaptability are my strengths. With the sheer volume of work involved in convening different looks for almost all leading actors, one has to be creative and resourceful. Finally, there is no substitute for hard work.

# HOT RIGHT NOW

All that’s fresh and fun on the beauty shelf

**AROMATIC ADVENTURE**

The makers say that Nautica Voyage is for the confident and passionate man. The unique fragrance opens with green apple and green leaf as top notes mellowing down to drenched mimosa, sailcloth accord, and water lotus at heart. The strong base notes of musk, woody amber, cedarwood, and amber make it a romantic yet powerful fragrance.

Price: ₹ 3,050

Availability: **On e-comm platforms Nykaa, Amazon, Flipkart, Myntra, and Tata Cliq**

**BEARD THEORY**

The lockdown has given a host of men the opportunity to try a bearded look. But next step is maintenance. Truefitt & Hill’s beard oil, a natural blend of coconut, avocado, sesame, jojoba and argan oils, is easily absorbed into the skin, and reduces irritability.

Price: ₹ 3,000

Availability: **truefittandhill.in and stores across India**

**HAPPY IN THE HEAD**

Sebastian Professional has come up with Reset shampoo and Preset conditioner, both great options for those with coloured hair. The shampoo gently removes the product residue while the conditioner promises to prime the hair for styling and prevent frizz.

Price: ₹ 1,350 onwards

Availability: **nykaa.com and amazon.in**

**NOTHING TO HIDE**

Gentlemen, are you looking to moisturise your skin while soothing razor cuts and softening beard hair? Sephora’s The Men Mask, a black charcoal sheet mask, is perfect for you. Enriched with sea salt extracts, this product energises and invigorates the skin in just three minutes.

Price: ₹ 510

Availability: **All Sephora Stores**

**FRESHEN UP!**

As we are forced to stay indoors with increased screen time, no proper workout routine and increased carb intake, quarantine breakouts have become a common skin issue. To tackle these sudden breakouts, try Nivea Men’s new Acne Face Wash. With the goodness of magnolia bark, it promises to fight 99 per cent acne-causing bacteria, and unveil a clean and clear skin.

Price: ₹ 99

Availability: **Across all leading e-comm platforms **F****





# Get grooming

A simple and strong skincare routine can go a long way, says Eden Noronha



**DON'T FORGET YOUR LIPS. KEEP THEM MOISTURISED WITH A BALM.**



The Body Shop Green Tea And Lemon Mattifying Moisturiser For Men

Men's skin is tougher than that of women. Therefore, it requires a stronger, more intensive skincare regimen to help remove impurities and pollutants, and shield skin from further damage. A cleansed face helps put focus on the masculine bone structure and brings out your inner charm. Here are the important steps to follow.

- 1 Cleanse your skin with a face wash free of harmful parabens and sulphates. If you have trouble with acne,

Phy Daily Cleanse Duo

make sure it has salicylic acid. Use a body wash daily to maintain overall hygiene.

- 2 Make sure to exfoliate with a scrub at least once, if not twice, a week. This will remove deep rooted impurities from your skin, even blackheads and whiteheads, and will help with ingrown hair trouble caused by shaving.
- 3 Apart from the aforementioned steps, you need to treat your skin to a face mask once a week to witness its natural radiance. Charcoal peel-off masks are hassle free and easy to use; they are especially effective to unclog your pores. Clay-based masks also remove skin impurities and control excess oil production, thus helping soothe acne.
- 4 Moisturising your skin is of the highest importance. If you don't do so, you are bound to have more dead skin build-up than usual, which disrupts skin health. Choose a moisturiser that has natural ingredients for best results. Check the product composition to ensure it is non-comedogenic (will not clog your pores). When going outdoors, layer sunscreen over moisturiser.
- 5 Apply a beard oil to your stubble, and comb it to promote growth and add shine. Use after-shave if you opt for a clean shaven look.

PHOTOGRAPH: VINAY JAVKAR

# A HOT MESS!

Get that 'woke up like this' hairdo with all the oomph, says Eden Noronha

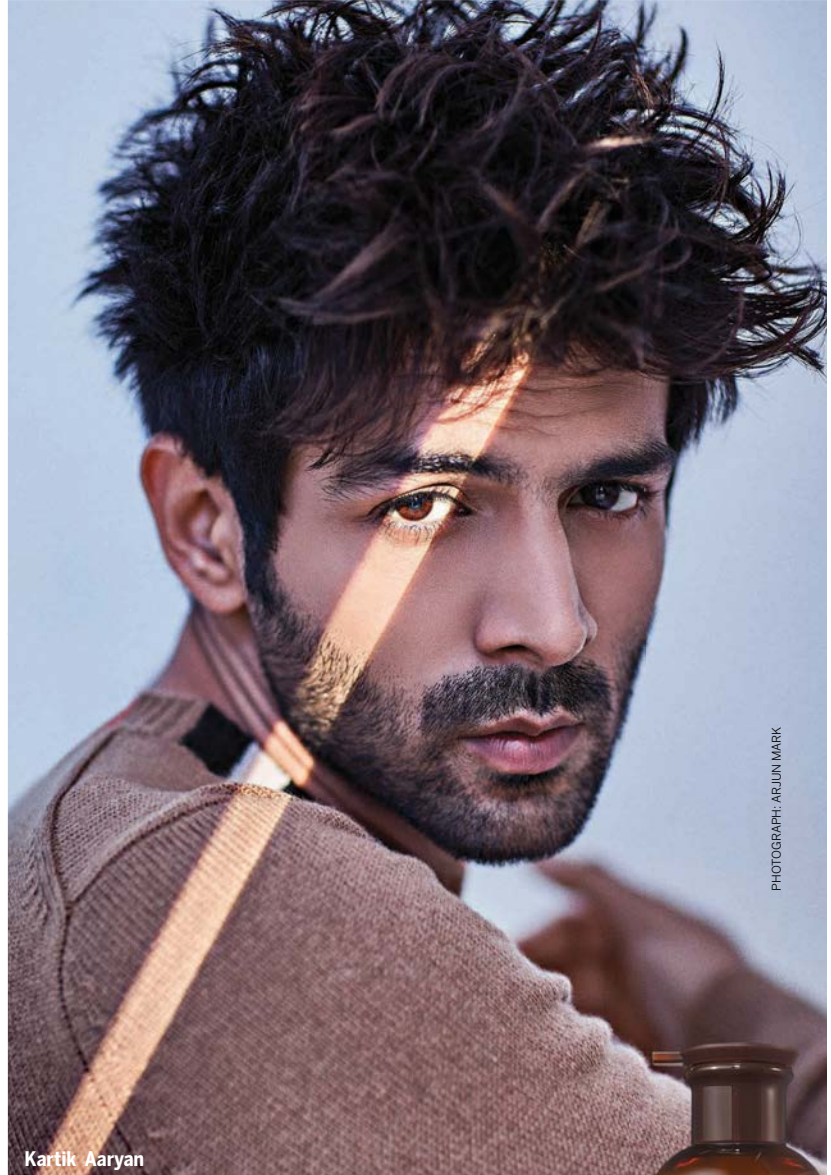
*No gel or more gel? You need to strike the right balance when using a styling product to create a perfectly messy hairstyle that will lend you a dreamy persona. Be it for a date, night out with friends, or a coveted video call with bae, a trendy tousled look is apt for any occasion; all you need to do is find the right ensemble to complement it. Bollywood heartthrob Kartik Aaryan loves this artistically dishevelled hairdo.*

**IF YOU LIKE THIS LOOK AS MUCH AS WE DO, TAKE NOTE.**

Cleanse your scalp with an invigorating shampoo to get rid of product residue, dirt and dandruff. Opt for a nourishing hair conditioner and apply to the lengths of your strands to moisturise, soften, and add shine. Work in a drop of hair serum on the damp strands and blast-dry. Take no more than

**USE DRY SHAMPOO TO FRESHEN YOUR ROOTS, AND ADD VOLUME.**

a pea-sized amount of styling product like a hair putty and mix it in equal parts with a glossy hair gel. Rub these two products between the palms of your hands, and apply the mix to your locks in scrunching motions, pinching small sections upwards as you finish up. Make sure you start by applying it at the back and sides of your head, and finally the centre front area so that your hair is not weighed down and greasy with too much product at the top. Seal the deal with a spritz of hairspray.



Kartik Aaryan

PHOTOGRAPH: ARJUN MARK



Mantra Herbs Lime And Olive Hair Conditioner

Osis+ G Force Strong Hold Gel

System Professional LuxeOil Reconstructive Elixir

Sebastian Professional Matte Putty Texturising Paste

Innisfree My Hair Recipe Refreshing Shampoo

Ikonic Luxure Mini Hair Dryer



# HOMEBOUND HERO

We bring you expert suggestions to maintain physical and mental health as you navigate through pandemic-stricken lifestyle.  
By **Eden Noronha**



IF YOUR BODY IS NOURISHED, IT BOOSTS THE IMMUNE SYSTEM  
EQUIPPING IT TO FIGHT DISEASES, AND HELPS YOU  
RECOVER FASTER.

How are you dealing with the changed world? Adapting to the new normal might be tricky, but it's imperative we make the most of the situation and maintain a healthy body and mind. Focusing on your diet, exercise, and mental health is more important than ever before. Devising nutritious meals, mapping out a weekly workout plan, and taking time out to understand your mentality and engage in mindful activities will not only help alleviate any stress you are undergoing, but will also strengthen your immunity which is essential in countering the disease. Plus, you get to achieve those fitness goals you are always talking about. We help you put together a solid routine with the help of industry experts.

## DIET

Nutrition helps build your body. The first rule to maintaining good health is consuming a balanced diet that covers all food groups you need to produce energy, and sustain bodily functions. If your body is nourished, it boosts the immune system equipping it to fight diseases, and help you recover faster.

According to nutritionist Gurmeet Arora, founder of Flax, Healthy Living, "Health starts with being conscious about our eating habits. It defines our well-being in all conditions. Nutritional needs vary according to gender and age. A man's healthy diet is different from a woman's. Similarly, babies, children, and teenagers have different nutritional requirements. I cannot emphasise enough

"MEN SHOULD EAT WHOLE GRAINS SUCH AS CEREALS, BROWN RICE, WHEAT, BARLEY, BEANS, LENTILS, WHOLE GRAIN BREAD AND FRUITS AND VEGETABLES FOR MORE STABILITY AND DISEASE PREVENTION."



on the impact our eating habits have on the choices we make, after all, it is the source of energy for our body. It is invariably a necessity for our survival. Since men have more muscle and are usually larger than women, they require more calories in a day. Relatively active males should consume approximately 2,200-2,800 calories throughout the day. Your energy levels also depend on your height, weight, and fitness levels. Men should eat whole grains such as cereals, brown rice, wheat, barley, beans, lentils, whole grain bread, and fruits and vegetables for more stability and disease prevention. These foods are high in fibre, which keep you full for longer hours. These items also help certain cancers like prostate and colon at bay. This is the best time to reflect and make changes to our lifestyles as we have minimal access to junk food. >



GURMEET ARORA  
lists two recipes which not only ensure that you consume a balanced diet every day, they are made using humble ingredients easily found in the kitchen.

## THE HIPPIE BOWL (High Protein) (Vegan)

LETTUCE MIX	MIX GREENs	2 CUPS
	SLICE ONIONS	1 TBSP
	CHOPPED JALAPENO	1 TSP
	SLICED BASIL	2 TSP
	QUINOA	1 TBSP
MIX & ON TOP	DICED GRILLED TOFU	100GM
	PESTO	2 TSP
MIX & ON TOP	COUSCOUS	1 TBSP
	QUINOA	1 TBSP
	RED RICE	1 TBSP
	FLAT PARSLEY	2 TSP
	MINT	2 TSP
	ORANGE JUICE	1 TBSP
	JALAPENO	1TSP
MIX & ON TOP	ROASTED VEG (ANY YOU LIKE)	3 TBSP
	LEMON OLIVE OIL	2TSP
	FLAT PARSLEY	1TSP
MIX & ON TOP	CARAMELISED ONION	2 TBSP
	CRANBERRY	2 TSP
	POMEGRANATE	1 TBSP
	FLAT PARSLEY	2 TSP
	ALMONDS	1 TBSP
	CHIA SEEDS	1 DASH
DRESSING	ZESTY CITRUS DRESSING	50 ML

Method: Combine all ingredients to create a power-packed food bowl.

## GREEN AVO SMOOTHIE



INGREDIENT	1POR / GM
SPINACH	5
ORANGE JUICE	60
BANANA	30
PINEAPPLE	45
AVOCADO	60
WATER	85
HONEY	5

Method: Add all ingredients to a blender and mix. Pour it into a glass to serve.





IF YOUR MUSCLES AND JOINTS ARE NOT STRETCHED, YOU COULD EASILY DEVELOP ACHES AND PAINS, AND OTHER UNDERLYING HEALTH RISKS.



FITNESS

Undoubtedly, your body needs exercise. If your muscles and joints are not stretched, you could easily develop aches and pains, and other underlying health risks. Lockdown or not, it is important to build your body’s defences. Here’s all you need to know about working out at home.

WARM UP

Warm ups prepare your body for exercises you are about to perform. It increases heart and breathing rate, raises core temperature, and accelerates blood flow to muscles, all the while preparing you mentally to tackle those exercise reps head on.

Warm up exercise: Two to 10 minutes

Use a jump rope, and skip for two minutes at a slow pace. Then, slightly increase speed and maintain it for the next two minutes, finally build up speed to the fastest you can go, and keep that up for another two minutes. Once done, you will feel slightly out of breath, but



LYING DOWN IMMEDIATELY AFTER WORKING OUT WOULD MEAN SORE MUSCLES, AND LONGER RECOVERY TIME.



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
STRENGTH, POWER, AND ENDURANCE	CARDIO	REST AND STRETCH	STRENGTH, POWER, AND ENDURANCE	REST AND STRETCH	CARDIO	REST AND STRETCH



that just means you are warmed up, and ready to workout. After this cardio, make sure to do some additional stretches from head to toe.

COOL DOWN

Once you’ve gone through your exercises for the day, you may be tempted to crash, and get some shut eye to calm yourself, but that would be a huge mistake. Lying down immediately after working out would mean sore muscles, and longer recovery time.

Cool Down exercise: Five to 10 minutes

To cool your body down post workout, reverse your warm up exercise. Start off on the jump rope or running at a brisk pace and then gradually lessen the speed until your breathing is back to normal. This cool down step is essential to pump freshly oxygenated blood all through the body. After this exercise, do some static stretches like seated toe touches, calf stretches, or lunges, and then you can finally relax.

TRAINING SCHEDULE

Now, you can choose workouts that specifically target the problem areas of your body. But, make sure you allow your body some time to rest and recover as well. Bodyweight exercises are your best bet if you don’t have gym tools at home. Think push ups, pull ups, squats and more to build strength and endurance. And these exercises need to be reserved for certain days of the week alone. Maintaining a routine that comprises a mix of workout days, days for stretching and relaxing, and cardio days will benefit you and show you results quicker than ever. To help you, we have devised a routine to follow for the week. >



PRACTICE MINDFULNESS (FOCUS ON ‘NOW’ THAN ‘TOMORROW’), DAILY YOGA/MEDITATION.

Red Flag Signs To Identify Psychological Crisis In Men

- Disturbance in sleep—loss/excess
- Loss/gain of appetite
- Anger, irritability, or aggressiveness
- Poor concentration at work/inattentiveness
- Predominant sadness/frequent crying spells
- Anxiety, restlessness, or palpitations
- Negative self-evaluation, excessive worry
- Frequent fights with family and peers
- Hopelessness, doubting self-worth
- Suicidal thoughts/ideas and social isolation
- Excessive use of alcohol and other psychoactive substances

Strategies To Maintain Or Improve Mental Health In Men

1. Acknowledge distress—‘It’s ok not to be ok’
2. Maintain physical hygiene—Physical activity, good diet and sleep, and proper hydration.
3. Maintain psychological hygiene—Practice mindfulness (Focus on ‘now’ than ‘tomorrow’), daily yoga/meditation
4. Practice empathy and active listening
5. Build openness and effective problem-solving with your family
6. Dispel the existing stereotypes: It is important to understand that the elders might find it difficult to agree with changing gender roles at home. Building strong communication strategies and expressing the openness and acceptance by men makes transition smoother.
7. Practice ‘Me time’ —Engage in any activities of your choice like music/reading/watching to relax, free of any responsibilities.
8. Express your distress—Try to express your thoughts and emotions with your spouse/partner on a regular basis. You may associate this activity in the beginning with a casual walk with your partner, which enable you to vent your emotions in a more conducive way. This will not only help you build perspectives, but also strengthen the emotional bond with your partner.
9. Build support systems: Invest in your children, family, peers, and colleagues.
10. Seek professional help if and when required.



MENTAL HEALTH

The drastic changes in lifestyle can lead to anxiety and stress. Therefore, it is important to keep your mental health in check. Dr Venkatesh Babu G M MD (Psychiatry) PDF (Cognitive Neurosciences) Consultant Psychiatrist Department of Mental Health & Neurosciences Fortis Hospitals, Bengaluru, talks all about mental health and how societal expectations take a toll.

Dr Babu says, “Gender-based stereotypes are belief systems created by the society to describe the differences and similarities in social behaviours based on the sex of an individual. These templates serve as the model for processing information, building a perception, making a judgement and deciding a course of action as they are also built and reinforced by mass media, language, culture, ethnicity, religion, and legal system. Such stereotypes can lead to faulty generalisations, resulting in discriminatory, exploitative and unethical behaviours towards others. Often such stereotypes limit men to embrace the changing social trends. These stereotypes prevent men to communicate their emotional distress to others, thus even limiting them from seeking professional help if required.”



Man on a MISSION

Having begun his career on the ‘buy-side’ in New York at UBS Investment Bank, SAHIL DHARIA moved to healthcare in India because he wanted to make difference. Charlene Flanagan chats with the entrepreneur

Sahil Dharia is a man of many talents. He launched his first entrepreneurial venture at the age of 21, and eventually found his calling at the age of 32 with his company Soothe Healthcare. The founder and CEO of Soothe, he is a global executive with over 15 years of experience with setting up, scaling, and leading in financial services and consumer goods. “I gave up a job at Wall Street to moved to India to help set up a leading multinational company (MNC). After spending years setting up and scaling the company and sensing opportunity in India, I gave up my green card to become an Indian entrepreneur, I realised that I wanted to spend my life building and investing in either health or education,” he says.

This gave rise to Dharia’s foray into the sector with his Soothe Healthcare, which manufactures women’s personal hygiene products, including sanitary napkins under the brand Patee. Over to him:

**Films like Pad Man have helped start the conversation on women’s health. What else do you believe can be done? How have you managed to create awareness among women in India?**

The film helped in lessening the taboo around the subject, making conversations more inclusive. Government schemes supplying sanitary pads to girls in schools are helping build a good hygiene habit. These initiatives have resulted in a large jump in the use of hygiene products—from 12 per cent in 2012 to 18 per cent today. The biggest barrier is not cost, but awareness. With this in mind, we collaborate with NGOs and law enforcement



*“Sensing opportunity, I gave up my green card to become an Indian entrepreneur, and realised I wanted to spend my life investing in either health or education.”*

agencies to educate young girls in schools about women’s health and hygiene. This year, we have partnered with an NGO for the initiative ‘Adopt an Aanganwadi’ where we encourage more girls and women to use sanitary napkins.

**What sets apart your make of sanitary napkins from the others?**

A lot of research and development has gone into designing our product. We have specially-designed absorbent funnels that trap fluid inside, and prevent leakage. Menstrual hygiene >



is about trust, and we are trying to build it with prospective customers. Finally, referring to a feminine hygiene product is akin to calling it Voldemort; people treat it like it's an evil. We wanted to do away with the taboo, and give women the freedom to openly ask for it.

**Share your thoughts about creating equal opportunities for women at work.**

Sooth has 40 per cent women staff overall; 80 per cent women in corporate and 64 per cent women in the CEO's direct team. We even have women at ownership and on the board as well. Apart from the obvious women-only product we manufacture, the idea of being women-centric arose from the factory. We saw women were better at adopting good hygiene habits, and when trained and given an inclusive and fair working environment, performed well. There's no doubt that women bring both strength and empathy to the job.

**What prompted you to announce menstrual leave for women**

*“The awareness for hygiene has increased after the pandemic, and the willingness to spend on items of personal hygiene has gone up.”*



Dharia (right) with the team at Sooth HEalthcare, during the 2019 Diwali celebrations at the corporate office in Delhi

**employees earlier this year?**

As a women-centric brand, the announcement was a call to action. We wanted to place the staff's mental and physical well-being first, and this includes menstrual health. On a day at a colleague is experiencing discomfort, she doesn't need to don the proverbial white pants and run behind the metro train. She can take a day off. The policy extends a one-day period leave per month that will allow women the option to be either take the day off (paid leave) for factory and sales staff or work from home for corporate employees. The choice to avail it is entirely with the employee.

**What are your plans for the future, particularly now that most business are being asked to adapt with the new normal of social distancing and working from home.**

We have adapted to the work from home culture, and when restrictions were lifted, we resumed office with only 33 per cent of the workforce coming in at one time, following the required social distancing norms.

**In a post-COVID world, the way consumers will buy will change drastically. How do you plan to keep consumers coming back to you? Do you have plans to expand your product line and delve into the wellness industry as well?**

The awareness for hygiene has increased after the pandemic, and the willingness to spend on items of personal hygiene has gone up among men and women. Sanitary pads are expected to benefit from this, as new users adopt them and existing users change brands frequently to maintain hygiene. The essential element is trust, and fortunately we have received a positive response from the market and customers; we are looking to expand our range. Moreover, with the whole Vocal For Local movement, people's sentiments are slowly changing and they are starting to prefer Indian brands. This helps us not only because we are a homegrown brand but because we understand the many avatars of the modern Indian woman, so this works in our favour. **F**

# Different STROKES

Young and dynamic, ARYAMAN BIRLA is not one to rest on his family's laurels. He has paved his own way, and is now helping with a mental health helpline that aids people during the lockdown, finds Radhika Sathe-Patwardhan



It's not about what you do; how you do it is what matters. This was what cricketer and entrepreneur Aryaman Birla was taught from a young age. When everyone assumed he'd take up the mantle of his family business, he decided to try his hand at sports, and become a professional cricketer. The scion of the Birla family informs, "I've always wanted to go off the beaten track, find my own path and create my own little niche."

This dynamic 23-year-old has played for Madhya Pradesh and Rajasthan Royals as an all-rounder. In 2017-18, he was the highest under-23 run-scorer across India, and notched up one double century and three centuries and took 10 wickets in that season. Debuting in first-class cricket with Madhya Pradesh in the 2017-18 Ranji Trophy, he went on to play for Rajasthan Royals in 2018 where he scored his maiden century in first-class cricket.

In December 2019, Birla announced that he's taking an indefinite sabbatical from cricket, after he revealed that he's been coping with severe anxiety that was a result of the sport. That's not saying he paused in his endeavour to strive ahead. Drawing from his own experiences, Brila is now helping people with the #LetsTalk1on1 initiative during the lockdown to provide some comfort to those finding it hard to cope.

In a tête-à-tête with *Femina*, Birla opened up about his anxiety with the game, and his efforts to help people through their mental health issues. Excerpts from the interview:

**What made you decide to take the sabbatical from cricket?**

We're all on our individual journeys; we all have our own proverbial mountains to climb. I was dealing with anxiety issues and mental struggles regarding my game. Over time, I realised that >

*“We're all on our individual journeys; we all have our own proverbial mountains to climb. Over time, I realised that I needed to put my mental well-being above everything else.”*



I needed to put my mental well-being above everything else. I wanted to take time to understand myself better, open my mind to new perspectives, and see where life took me. It was important for me to put myself out there and get things off my chest. It made me feel better and also helped in some way to start a conversation on mental health in sports.

**Despite there being talk about mental health in public forums, as also taken up by a number of celebrities, it is still considered a taboo. What would you like to say to the people looking for help?**

Mental health has been a taboo subject in our society for as long as I can remember. There is gross stigma attached to it. But this needs to change—quickly and drastically. Mental illness is by no means a personal failure, and can inflict anyone of us. There is absolutely nothing wrong with wanting to seek help. I also understand that it is tough to speak about one's issues, but don't ever be harsh on yourself. However, opening up about your issues and seeking help is the courageous thing to do. Give yourself a little leeway and time. I also believe that for an individual to be able to accept that one does indeed have a problem, family and

*“Mental illness is by no means a personal failure, and can inflict anyone of us. There is absolutely nothing wrong with wanting to seek help.”*




friends need to become the support structure. If they create the right atmosphere, an individual will find the courage to open up.

**Can you tell us more about the #LetsTalk1on1 initiative?**

This is a toll-free 24X7 mental health helpline that has been launched by Mpower in collaboration with the Brihanmumbai Municipal Corporation (BMC) and the Maharashtra government to help people deal with issues, which are at an all-time high due to the lockdown. A team comprising mental health counsellors—psychologists and psychiatrists—has been working round the clock to manage the calls. This was the hard work of my mother and sister, and the team at Mpower. I helped with the marketing, the branding, and other collaterals needed for the initiative to take off. People are distressed; they're uncertain about the present and the future. The contagion has raised a number of concerns and this helpline is genuinely there to assist those who need counselling. It is a platform for them to speak out, to unload, and to seek solutions for various mental health issues they may be facing.

**What are the problems that people have called most about?**

Since the initiative began in early April, the helpline has received over 46,000 calls, from across the country. What's alarming is that almost half the calls have been related to various mental health concerns. The majority of these have been about anxiety, panic, or sorrow regarding COVID-19, frustration and adjustment issues due to isolation, and called from people dealing with depression. People are anxious about their jobs and futures; many are stressed about their finances.

The elderly are panicking about their children and families, while hostel students are feeling trapped and lonely. Unfortunately, many cases of domestic abuse and violence have also come to light. There was a particular case where a girl was stuck in her rented flat with her roommate's brother, and she found the lack of privacy extremely discomforting and overwhelming. Every story that one hears is heart-wrenching. I'm just glad that, in these distressing times, mental health has come into the focus more than ever before, and those of us who can do something to help, are not just sitting idly by. 

PHOTOGRAPH: ASHIMAMHRA

## RAINING FRUITS AND VEGETABLES

Sustainability is the buzzword these days, and working with seasonality in food is one of the best ways to build immunity and be kind to the environment. Eating healthy, seasonal, and fresh produce during the monsoon will help us to effortlessly absorb nutrition and avoid bacterial infections. Fruits and vegetables to build your diet around include gourds like *lauki* (bottle gourd), *karela* (bitter gourd) and *padwal* (pointed gourd), tubers like potatoes and sweet potatoes, and pumpkin, pomegranates, peaches, pears, mangoes, and papayas. Go on, indulge, we have just the recipe to get you started.

### Pomegranate cooler

**Ingredients**  
1 cup pomegranate juice  
3 cups soda or lemonade  
1 tsp sugar or agave syrup  
1 tsp grated ginger  
¼ cup pomegranate arils  
Handful of mint leaves

**Method**  
1. Place the pomegranate juice, soda or lemonade, sugar or agave syrup, and ginger in a shaker, and shake for 30 seconds.  
2. Pour into interesting glasses.  
3. Serve, garnished with pomegranate arils and mint leaves.

PHOTOGRAPH: I23RF USED FOR REPRESENTATIVE PURPOSES ONLY





# VIVA VEGAN!

Up the health quotient of your meals with these vegan recipes  
by **Chef Atul Kumar** from ibis Bengaluru City Centre

## AUBERGINE AND FETA SALAD



400 g small aubergines, thinly sliced and fried crisp  
80 g vegan herb feta  
**For the salad:**  
1 tsp sea salt  
50 g rocket leaves  
100 g iceberg lettuce, torn  
100 g radicchio lettuce, torn

**For the dressing:**  
30 ml olive oil  
1 tbsp lemon juice  
1 tsp red chilli flakes  
Salt, to taste  
Pepper, to taste  
**For the baguettes**  
4 six-inch baguettes  
40 ml olive oil  
10 g garlic, chopped  
10 g parsley, chopped

**Calorie count:**  
800 calories  
(per serving)

SERVES: 4 > PREP TIME: 10 minutes > COOKING TIME: 10 minutes

1. Whisk together the dressing ingredients. Set aside.
2. Toast the baguettes on one side, and spread the olive oil, garlic, and parsley on top. Grill the baguettes under a broiler until golden.
3. Mix the lettuce and the rocket in a bowl, and toss with the dressing.
4. Place the salad on a plate, and top with the crisp aubergine slices.
5. Place quenelles of herb feta on the salad.
6. Serve with the garlic baguettes.

**TIP:** GARNISH THE SALAD WITH PARSLEY, CHILLI FLAKES, AND OREGANO.

## PHULKA SOFT TACOS



50 g soya chunks, soaked in hot water, drained, and squeezed dry  
80 g rajma, soaked for six hours  
10 ml lemon juice  
Salt, to taste  
15 ml oil  
10 g onion juliennes  
5 g ginger-garlic paste  
30 g peri-peri hot sauce  
1 tsp garam masala powder  
5 g coriander leaves, chopped  
10 g kasundi mustard

10 g lollo rosso lettuce  
20 g vegan cheddar cheese, grated  
**For the phulkas:**  
1 cup flour + extra, as needed  
Salt, to taste  
Water, as needed  
**For the salad:**  
10 g onion juliennes  
5 g cucumber juliennes  
10 g tomato juliennes  
10 ml lemon juice

**Calorie count:**  
275 calories  
(per serving)

SERVES: 4 > PREP TIME: 25 minutes > COOKING TIME: 25 minutes

1. Soak the soya chunks in hot water for a few minutes, drain them, and squeeze to remove excess water. Roughly chop the soya chunks and set aside.
2. Cook the soaked rajma in salted water until almost mashed. Strain, add the lemon juice and salt to taste, and set aside.
3. To prepare the phulkas, knead together the flour, salt, and water to a soft dough (it should not be sticky). Divide the dough into four portions. Roll each out into a thin circle, and roast on a tawa until it puffs up. Set aside.
4. Heat the oil in a pan on a medium-high flame. Add the onion, and sauté. Add the ginger-garlic paste and sauté until fragrant, and the oil separates. Add water as needed to achieve a semi-liquid consistency.
5. Add the soya chunks, mashed rajma, and peri-peri sauce. Sprinkle the garam masala powder, and coriander leaves. Check seasoning.
6. To prepare the salad, mix the onion, tomato and cucumber juliennes, and season with salt, pepper, and lemon juice.
7. To assemble the phulka tacos, spread the mustard on the phulkas, leaving an inch from the sides. Top with the lettuce, then the soya and rajma mixtures, and, finally, the onion-tomato-cucumber salad. Sprinkle with the vegan cheese, and fold the tacos. Cook each on both sides on the griddle until golden and the cheese has melted. Serve hot. >

**TIP:** SERVE THE TACOS WITH TOMATO SALSA, VEGAN SOUR CREAM, AND POTATO CHIPS.



SPICE IT **VEGETABLE BURGER**

- 2 burger buns
- Oil for deep-frying
- 20 g rocket leaves
- 10 g gherkins, thinly sliced
- For the patties:**
  - 30 g shiitake mushrooms
  - 100 g button mushrooms
  - 200 ml oil (divided usage)
  - 1 sprig thyme
  - 10 g garlic, peeled (divided usage)
  - Salt, to taste



- ¼ tsp black pepper
- 10 g chopped onion
- 100 g spinach, blanched, refreshed, dried, and chopped
- 20 g oats
- 60 g vegan processed cheese
- 50 g panko breadcrumbs
- For the tomato mayonnaise dip:**
  - 1 tbsp vegan mayonnaise
  - 1 tbsp tomato puree
  - 1 sprig thyme, chopped

**Calorie count:**  
1246 calories  
(per serving)

**SERVES:** 2 > **PREP TIME:** 25 minutes > **COOKING TIME:** 15 minutes

1. Preheat the oven to 140 °C.
2. Soak the shiitake mushrooms in hot water until soft, then drain, pat them dry, and chop.
3. Halve the button mushrooms, and marinate them in half the oil and garlic, the thyme, salt, and pepper for 10 minutes. Roast them for 15 minutes in the preheated oven. Remove, cool, and chop the mushrooms. Set aside.
4. Heat the remaining oil in a pan over a medium-high flame. Add the onion and remaining garlic, and sauté until golden. Add the mushrooms and spinach, and sauté until completely dry. Remove from the flame, and cool the mixture.
5. Add the oats, vegan cheese, panko breadcrumbs, salt, and pepper. Mix well, and divide the mixture to make two patties. Deep fry the burger patties until golden. Remove from the flame, and set aside.
6. Prepare the tomato mayonnaise dip by mixing the tomato puree and vegan mayonnaise. Add the chopped thyme, and mix again.
7. Cut the burger bun horizontally, and toast until golden brown. Spread the tomato mayonnaise on the bottom bun, and layer with the rocket, gherkins, and burger patty. Spread more tomato mayonnaise over, and top with the other half of the bun. **📌**

**TIP:** SERVE THE BURGERS WITH A TOMATO SALAD AND POTATO WEDGES.

PHOTOGRAPHS COURTESY IBS BENGALURU CITY CENTRE  
CALORIE COUNTS ARE APPROXIMATE

MONSOON **MUNCHIES**

Rustle up these tasty bites to enjoy with the hum of the rain when it’s pouring outside



*Onion Pakoras*

- INGREDIENTS**
- 2 medium onions, thinly sliced
  - ½ tsp salt
  - ¼ tsp turmeric powder
  - 1 tsp red chilli powder
  - 2 green chillies, finely chopped
  - 1 tbsp coriander leaves, finely chopped
  - 1 cup besan, sifted
  - 2 tbsp rice flour, sifted
  - ½ tsp garam masala powder
  - Water, as needed
  - Oil for deep-frying

- METHOD**
1. Mix the onions, salt, turmeric, red chilli powder, green chillies, and coriander leaves, using your fingers to separate the onion slices. Set aside for 15 minutes.
  2. Add the besan, rice flour, and garam masala powder, and mix, adding water a little at a time, to a thick batter. Season to taste.
  3. Heat the oil in a frying pan, and drop spoonfuls of batter in, frying on a medium flame, flipping to cook. Remove and drain on paper towels. Serve hot.



*Easy Veg Spring Rolls*

- INGREDIENTS**
- 1 tbsp sesame oil
  - ½ cabbage, finely sliced
  - ½ cup bean sprouts
  - ½ large carrot, julienned
  - 2 garlic cloves, minced
  - 1-inch piece ginger, minced
  - 1 tbsp soy sauce
  - 1 tbsp rice wine
  - 2 tbsp chopped spring onion
  - 1 tbsp chopped coriander
  - 50g rice noodles, broken, and soaked in warm water
  - 1 packet spring roll wrappers
  - 3 tsp cornflour mixed with 3 tsp water
  - Salt, to taste
  - Oil, for frying

- METHOD**
1. Heat the sesame oil in the wok on a high flame, and sauté the cabbage, bean sprouts and carrots for one minute. Add the garlic and ginger, and cook until soft. Add the soy sauce, rice wine, spring onions and coriander leaves, and cook for a minute. Remove, drain, and cool. Mix in the rice noodle pieces.
  2. Lay out one spring roll wrapper with a corner facing you. Place one tablespoon of the mixture at the corner, and roll the wrapper diagonally around the filling. Halfway down, fold in the horizontal corners from either side. Brush the open corner with the cornflour-water solution, and press down to seal. Repeat to make the other rolls.
  3. Deep fry the spring rolls for three minutes until crisp and golden. Serve hot. **📌**

*Corn Bhel*

- INGREDIENTS**
- 1½ cup corn kernels, boiled
  - ½ cup chopped coriander
  - 1½ potatoes, boiled, peeled and chopped
  - 1 cucumber, chopped
  - 1½ tomato, chopped
  - 3 onions, chopped
  - 5 papdis, crushed
  - 1 tsp chaat masala
  - 2 tsp green chutney
  - 2½ cup sev
  - 2 tsp sweet tamarind sauce
  - Salt, to taste

- METHOD**
1. Mix the corn, coriander, potato, cucumber, tomato, and onion in a large bowl.
  2. Add the papdi, chaat masala, green chutney, sev, sweet tamarind sauce, and salt to taste. Serve at once.
  3. Mix well, and serve at once.



PHOTOGRAPHS: 123RF PHOTOS USED FOR REPRESENTATIONAL PURPOSES ONLY





Designer Kunaal Kyhaan Soelekar in his home office

# MAKE IT **WORK**

With working remotely becoming mainstream, adapting to the new normal only means creating a workspace that will serve to increase productivity. Charlene Flanagan brings you expert advice on decorating your home office



The courtyardHAUS desk from studioHAUS

Desk accessories from Beyond Designs

How long has it been since the walls of our homes have been doubling up as our offices? For most of us living in metros, our daily commute to work probably means moving from our beds to a makeshift workstation in one corner of the bedroom. However, as most of us have experienced, to be able to have a productive day at work, there are certain rules that one needs to adhere to. Of course, while changing out of one's

pyjamas, taking adequate breaks, and maintaining regular working hours are all part of what increases one's productivity during the day, the first, and perhaps most important aspect conducive to productivity is a cordoned off part of your house, or bedroom, that clearly demonstrates the formalities of business. Sahil Malik, managing director, Da Milano, says, "I believe that it's very important to separate your work and personal life,

even when you are working from home. A designated workplace at home helps us avoid falling into lazy patterns, and it saves us from a backache. What I personally like about having a designated home workspace is that I can leave my office work behind, when it's time to relax with the family." In fact, Ashiesh Shah, founder of Ashiesh Shah Architecture + Design agrees with Malik, terming a separate workspace as an "indispensable" part of working from home.

## Define Your Space

For those of you that have known the joys of working from home for a while now, and those who have recently been working remotely, procrastination and the temptations of laying on the couch tend to loom



A chic desk and chair set from Cipriani Homood

**"A SEPARATE WORKSPACE AS AN INDISPENSABLE PART OF WORKING FROM HOME."**

high. Which is why, both Malik and Shah see eye to eye that a separate space is mandatory for maintaining that daily work routine. However, the choice of dedicated workspace is entirely personal. Malik prefers a space that has, "Ample sunlight, uncluttered surfaces, rejuvenating colors, and actually-comfortable furniture to work on, and a nice view, though not necessarily pretty things outside the window. You could have your office facing the view of the kids playing." Shah, on the other had believes, "Less is more." The latest decor trends for home office are usually found "in a more secluded context, characteristic of a calm and quiet interior, flooded with >

Desk accessories from Beyond Designs







A modern desk set by Yomei makes a clean statement

for your home office, or you've chosen a small corner of either your bedroom or living room to convert into a home office, finding that spot which works for you is imperative. Seolekar says, "As a designer, inspired by nature and its innate beauty, the picturesque view from my desk of my garden at home boosts my overall performance. Finding your 'spot' is crucial. Setting that as a workstation will

start reflecting in the work being done as consistency and routine is always beneficial for productivity. Essentially, one requires a zen spot conducive to his working style for him to be the most effective and efficient version of himself." So what does effective and efficient translate into? Personalisation.

For some, it means keeping something that reminds them of their successes and failures, for others, it's a piece of art that can help serve as a small distraction to propel them further into the day; then there are those who believe that an office isn't complete without all the nitty-gritties that tie the space together. "For me it's something that reminds me every day on how far I have come and how far I want to go," says Malik. Shah, on the other hand, says "Art for me has always been an indispensable part of the spaces that I create and a constant source of

inspiration for most of my work. In addition to tying a space together, it acts as an element of colour, emotion, and conversation, layering an interior environment whether a home office or living space." For nature lover Seolekar, décor isn't as important as calm is to his creativity and productivity. "I believe, surrounding home offices with plants will help remain calm and composed while working from home and juggling various tasks. Plants release fresh oxygen keeping the air quality good and they are naturally appealing to the eye. Working from home poses several distractions for many, and can be stressful whereas having plants around oneself automatically sustains tranquillity," he says

### Your Comfort Zone

Unlike at the office, you're bound to spend far more time working given that coordination or collaborations is now possible only through video calls and team discussions. This also gives rise to the need for privacy and personal space. If you're lucky enough to have an office setup that allows for solitude, you just need to ensure you have a sturdy desk and a comfortable ergonomic chair that allows for adjustments. The rest is all ambience. Says Shah, "Separation and privacy, are often overlooked aspects of



This home office by Cipriani Homood is the perfect fit for the modern Indian male

## "SCREENS AND TEMPORARY PARTITIONS CAN BE EFFECTIVE IN CREATING DEMARCATIONS."



Desk accessories from Beyond Designs

a home office—it's essential to create a division between your home office and the rest of your house in order to dedicate focused hours and purposeful time in a routine

manner to this space. Quiet spaces through privacy foster a working environment of no distractions which cater to building efficiency whilst working from home—these

characteristics contribute to the manner in which a workstation at home is perceived and employed. "Screens and temporary partitions can be effective in creating demarcations between bedrooms and working spaces," recommends Shah. Soelekar concurs. "While I would love for people to consider having their home office setups far away from their bedrooms, if one is limited to the option of being in the bedroom, then the perfect accessories for demarcation would be foldable screens. This way, you're limiting access to the bed. Nothing is more enticing than lying in bed and being lazy over a hard day's work," he says. A home office can be anything—and anywhere—you want, as long as you find a way to make it your own. Whether you choose to set it up in a cosy corner or spread out across the basement, your options are limited only by your imagination. **F**

## A HOME OFFICE CAN BE VERSATILE AND SUBJECTIVE. WITH SPATIAL CONSTRAINTS YOU MIGHT JUST FIND A DINING AREA OR INFORMAL LIVING ROOM TRANSFORM INTO A WORKSTATION.

natural light—pairing this space with subtle off-whites and greys with clean lines and geometry, a dash of greens and plentiful storage is guaranteed to give your working space a minimal, trendy and exciting interior."

However, both agree on one thing: no matter where you choose to set up that home office, the basics of any comfortable workstation include a sizeable desk, a comfortable chair, and plenty of natural light. "A home office can be versatile and subjective. With spatial constraints you might just find a dining area or informal living room transform into a workstation," says Shah.

Kunaal Kyhaan Seolekar, founder and creative director studioHAUS, KOY, and KOYTOY says, "With more space conscious homes, I believe the trend of multipurpose home offices are going to get popular, with designers creating spaces that double up as lounge or entertainment rooms for after work hours."

### Make It Personal

Whether you have a completely separate room



Warm colours and earthy tones makes for a conducive work environment



Floater sofa work lounge from COR



# DIGITAL RECOURSE

Tech guru **RAJIV MAKHNI** puts together an expert pandemic survival kit, for you can't be overprepared in such a situation

None of us were prepared for it. It came out of nowhere, took the world by storm and has forever changed our lives. The COVID-19 pandemic may be one of the greatest global catastrophes of all times, but from within has come some new learning. What life is in a lockdown, what the world is when we can't physically meet people, what tools and utilities are required to survive a life like this. And the clear winner is Technology. From virtual calls to video

conferencing and work from home, to streaming services for entertainment, and of course checking out recipes on YouTube for your all-new passion for cooking, listening to music to calm yourself down, you name it and literally everything needed technology and gadgets to make it happen. In this light, the importance of a tech survival guide can't be stressed enough—to have the best technology to make sure you thrive in an uncertain, unprecedented world.



## Laptop

The death knell for the laptop or notebook has been rung many a times. But it's not only survived but become stronger. The pandemic and lockdown took it to completely new heights. It turned out to be the best tool for video calls, working from home, online classes, virtual yoga sessions and attending or taking part in the 1 billion webinars per day. The Notebook turned out to be the Swiss Army knife of tech and is ranked number 1 in the survival kit. If you don't have a good laptop then it's time to be future ready. Good options are the new Macbook Air, the HP Spectre 360, Dell XPS 13, the iPad Pro with Magic Keyboard and the Microsoft Surface Pro X.



## Wi-Fi Router

*Roti, kapda, makaan* and Wi-Fi. Those are now the essentials of life. And nothing came close to proving just how critical an element it was than this global pandemic. With everyone at home and people using Wi-Fi in all parts of the house, simultaneously and in every room, a good router became the oxygen of the survival kit. You need a router than is able to handle the traffic, make sure the connection is good all across your home, that there is no drop in speed nor any latency and one that allows you to set priorities for what you think is more important. Some of my top choices are the Unifi Dream Machine (truly a dream machine with the most bulletproof Wi-Fi ever) with add on nodes and the Linksys Velop Mesh Router Kit.



## Smartphone

Well, this is the obvious one but also truly made its presence felt. Whether it was communication, a quick voice call, WhatsApp messages to stay in touch, keeping up on social media, make a lightning video call in a pinch, play games, apps to do online banking or place orders, get news and information on COVID-19—the smartphone was the gadget of choice and truly lived up to its name. Many people realised that having a sturdy phone with a excellent screen, an excellent processor, fantastic camera, and long battery life was essential. In case your phone isn't ticking all the boxes then some great choices are the One Plus 8 Pro, the Oppo Find X2, The Motorola Edge+, the Vivo V19, the IQOO 3 and the Apple iPhone SE.



## Noise Cancellation Headphones

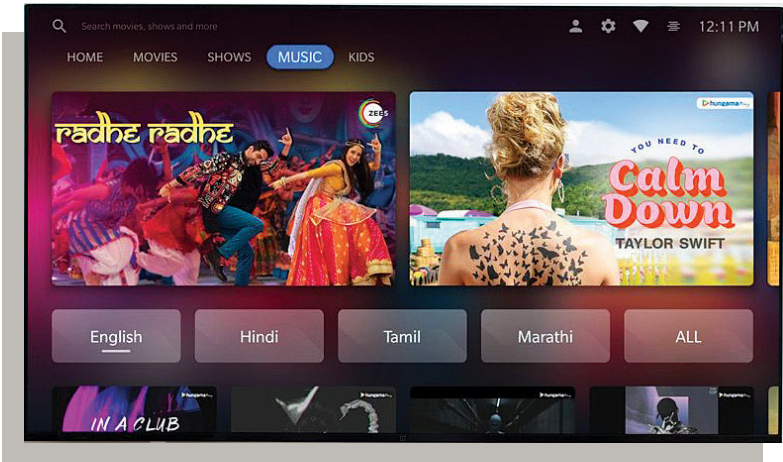
Thought to be only part of the travellers' survival kit, but these headphones turned out to be life and relationship savers during the pandemic. With so much content consumption, specially binge-watching TV series and movies—a pair of wireless noise cancellation headphones are a must in your survival kit. You can use them late at night for crystal clear sound when your partner is asleep, and you just can't not watch one more episode! These were also great for pin drop silence video conferences and listening to music when the whole family had descended into a single room. Many choices here but the absolute best are the Sony XM 3 (truly world class features and bass) and the Sennheiser Momentum 3 Wireless (uncanny reproduction of crystal clear sound and great bass). >





### TWS Ear Buds

If there is one category on fire, pandemic or not, this has to be it. With no wires at all, just pop one into each ear, and you're set. The case is also its charger, making this gadget like a dream come true. Unfortunately though, most options available suck at what they are made for—the sound. It's tiny and sounds like it's coming out of a hollow aluminium can. But during the pandemic, a good pair was worth its weight (usually less than five grams) in gold. Great for voice calls, webinars, work from home conference calls that carry on for hours (and you don't want to hold your phone for that long), and of course, for music. But like I said, the choice of really good ones is fairly limited even though there is a deluge of them available. My final choices would be Sennheiser Momentum True Wireless 2 (Easily the best there is right now. So good, I can almost cry), Apple Airpod Pro and the Samsung Galaxy Buds+.



### TV

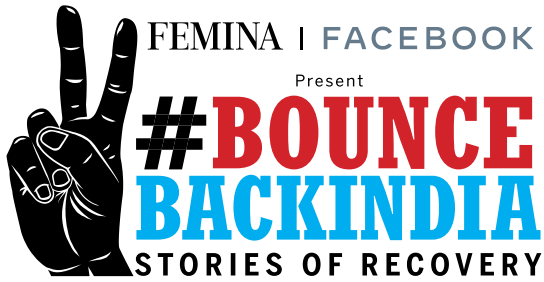
Consider this. Since the TV went from a dumb screen and became smart, what all do you use it for? We now ask for movies by name, talk to our TV, watch all kind of streaming services on it, use apps, order it do things and the TV just responds and does our bidding. And in the time of the pandemic, TV consumption from news to entertainment went up by a whopping 85 pe cent. It is a no brainer that having a Smart TW with great picture and sound quality is essential. If you really want big and want it all and don't want to break the bank—then the TCL 85 inch is a shockingly good TV at a great price. LG makes some great TVs and the new One Plus TV has also turned out to be a real winner.



### The takeaway

There is just one thing you need to tie this all in! A strong and stable broadband data connection. Add to that subscription to a few good streaming services, a compact all body workout machine (The Technogym Kinesis ONE is pure magic), great smart speakers (Apple Homepod and Amazon Echo Studio top the list) and a crash course in using video conference software (the number of people asking “can you hear me” and “can you see me” were more than the number of video calls made) and you're set.

There you have it. The Pandemic Tech Survival Kit. COVID-19 or not, these are the essential tools of life that will make sure you survive anything. 📺



We bring to you Femina #BounceBackIndia: Stories of Recovery presented by Facebook where we feature stories of COVID-19 champions who beat all odds to emerge victorious.



## FOR THE GREATER GOOD

Textile expert Falguni Prashant Khalpada's first instinct when the pandemic struck was to protect the livelihoods of her factory workers, finds Kalwyna Rathod

True service is when you use your passion, knowledge, and skills for a cause, and Gujarat-based Falguni Prashant Khalpada, is doing exactly that. The owner of kidswear brand, Misty Creations, swapped to manufacturing face masks and distributing them for donation in rural areas to stop the spread of the deadly Coronavirus. From March 25, when she started the initiative, till date, she has manufactured around three lakh face masks and distributed over 15,000 in rural areas. The rest were sold so as to sustain her business. Apart from helping curb the spread of the virus, Khalpada was invested in thinking of her factory workers

and wanted to support them with a means of livelihood in these tough times, especially after she heard of many business owners leaving their workers to fend for themselves. “I had to do something, I couldn't just shut shop and sit still. At least with this, they are not just being provided meals but are earning with dignity.” She continues to take bulk orders for the masks and thus keeping the employment on, albeit following all protocols of sanitisation and stringent measures for safety, including workers wearing gloves and masks.

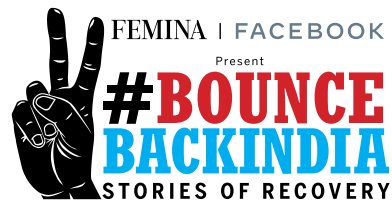
The young entrepreneur was inspired to make fabric masks to reduce the impact on the environment, since these can be washed, sanitised, and reused. “On the plus side, cotton is hygienic and cool for use in Indian weather,” she says. She did a trial-run for a hundred pieces, which she distributed among her neighbours. The feedback was great, so she launched the initiative.

With her manufacturing, Khalpada has also created employment opportunities for several women in rural and slum areas as well, and an opportunity to earn up to ` 2,500 over two-three days with their resources. “Most of these women have government granted sewing machines and basic supplies. So, I send them cut fabric to stitch into masks. Per day, each woman can make around 300 masks,” she elaborates.

Speaking of what this pandemic has taught her, Khalpada says, “Just as several other business owners and individuals, I have learned to rely on local goods and businesses for everything from daily essentials to raw materials needed in my business. If we all stay in this together with resolve, there's no stopping us, come what may.” 📺

This story is part of a series in association with Facebook. Facebook has no editorial role in this story.





## STRONGER THAN BEFORE

ZOA MORANI, a COVID-19 survivor, is an example of the fact that staying positive can help you cross any hurdle



“The time taught me how to be grateful for the little things, and not take life seriously; it is unpredictable. It takes a second for it to change forever,” says Zoa Morani, who along with her sister Shaza and father, Karim Morani had tested Coronavirus positive in April this year.

The actor had returned from Rajasthan when she developed symptoms which included fever and uneasiness in the chest. Just like most around, Morani too didn't know what to expect when she caught the infection, but patience and doctors' selfless services, helped her get back on track. Today, the

**“WE ARE GIVEN THE STRENGTH TO COPE WITH WHATEVER LIFE THROWS AT US. HANG IN THERE.”**



Zoa Morani donates plasma at the hospital

major difference in the way she leads her life is the fact that she prays more intently. “Besides, discipline is my mantra, I eat and sleep on time, practice yoga and read a lot. I make it a point to not push my body mentally and physically,” she states.

Two weeks after she recovered, she even donated plasma to help other patients battling the virus, not once, but twice. “It felt fulfilling. I was grateful to be in a position to help someone. It was a simple procedure, and the doctors made sure that I got rid of all fears as far as safety was concerned. I donated blood for the first time, and to have done so during a pandemic was even more rewarding. The second time, a critical patient needed plasma immediately so I donated blood, yet again. I am happy to help as many patients as I can, provided I have antibodies (smiles).”

The actor believes that India is on the right track and will come out of this ordeal stronger. Zoa recalls that when the virus had begun spreading in India, those infected faced a lot of fear, but gradually, humanity took over. “A friend's mother had tested positive and the residents of the building were frantic, losing grip on what should be their behaviour towards the patient. However, that changed overnight. Every two hours the doorbell would ring, and when my friend opened, he would see muffins, or cakes or even home-cooked meals on most days. This is what awareness can do,” she says.

Going forward, Zoa expects us, as a country, to be more *atmanirbhar*. “The pandemic has proved that we urgently need to figure better mechanisms to take care of the poor. It has also brought out the spiritual and humane side of people. I hope that remains even when things get back to normal.”

Zoa is taking one day at a time, and remains optimistic about what's in store. “I do my best to stay positive. I do believe we are given the strength to cope with whatever life throws at us. Hang in there. We will get through this,” she signs off. **F**

*This story is part of a series in association with Facebook. Facebook has no editorial role in this story.*

National Institute of Industrial Engineering (NITIE), Mumbai has earned the reputation of facilitating an enriching platform that fosters engineering brains of the country to become the best in business. Armed with exceptional faculty, excellent academic resources and backed up by world-class pedagogy, it provides an appropriate platform for students to hone their industrial engineering aptitude, business acumen, value based leadership as well as their interpersonal skills. The institute in Mumbai is situated in natural splendour, atop a hill and between two lakes. NITIE is known to be at the forefront in knowledge of

supply chain and operations. It promotes industry-pertinent learning through continuous student exposure to real-time business problems. Extensive interaction with eminent industry professionals is a part of the daily routine. Research engagement, collaborations with other institutes in India and outside strengthens NITIE's course design and delivery.

# FEMINA MUMBAI PUNE

## EDUCATION FEATURE

Presented by



NURTURING FIRST CLASS ENGINEERS INTO WORLD CLASS MANAGERS



# HARBINGERS OF KNOWLEDGE

*Education is key to attaining proper knowledge. Good education takes it a step further and ensures that the students get well-rounded knowledge that helps them through their journey ahead.*

*These leaders in the field of education have ensured that the students that pass through the halls of their respective institutions get the best of education, by the top-most teachers.*



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Vice Chancellor, Shri Vaishnav  
Vidyapeeth Vishwavidyalaya



**Prof. Sunita M. Karad**  
Director ICT- MIT ADT University  
Dean Management MITADT University



**Kanika Bahl** Co-Founder,  
The Courtyard Preschool & Daycare



**Mrs. Neelam Parelkar**  
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**Rimjhim Banerjee** Director,  
The Courtyard Preschool & Daycare



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# RE(A)D ALERT

Inculcate reading habits in your child, and set him or her on the right course.



**“Y**ou become what you read”. Keeping in mind this saying, one can confidently say that books play a significant role in the development of a child, not just academically but even in his day to day life. Reading is more than just a hobby as books fuel the reader’s imagination. There is no right age to pick up a book but the sooner the better. So, this lockdown is an excellent opportunity for parents to inculcate a reading habit in their children.

## SET EXAMPLES



Children don’t always listen to what parents have to say but they do tend to follow their actions. When kids see their parents reading a book or even the daily newspaper, they tend to do the same.

## READ ALONG



The best way to develop a reading habit in your child is to read with them. Read their stories along with them out loud, maybe in an animated voice or anything that sustains their attention for a long time. It also develops their interests in reading slowly turns into a habit.

## MAKE A ROUTINE



Schedule is everything. The only way that you can add a new habit to your old lifestyle is to make place for it in your routine. Hence, parents can set reading slots in their children’s routine, the duration of which can vary over time as and when their interest starts growing.

This is a great way to ensure that the habit constantly stays with them and soon turns into something they enjoy, voluntarily. Plus, time flies when you’re having fun!

## READ WITH A PENCIL



This is something taught in the early days of school but is a very effective way even in the later years if you aim to sustain the concentration of your child. Making your child trace each line they read out loud with a pencil helps them stay engaged for long periods and they feel more involved into it. You can also ask them to highlight the paragraphs they like or star mark the quotes that they feel were interesting. This, though tedious, ensures that they’re enjoying what they are doing and it also gets inscribed in their memory for quite a long time.

## DEBATE



This is one of the most important steps on the part of a parent. Assigning your child to read a book is step one, but the step that follows it is when you take interest in what he/she is reading and would like to get to know their view on it too. So, you as a parent, should fix debate sessions with your child after every book that he or she reads and acknowledge their interpretation as well. This not only ensures that they read the book thoroughly but also helps them develop good communication and debating skills.

Now, since you know how to make your child to get used to reading, here are a few steps on what to make them read as well. Books like the Harry Potter series by J.K Rowling, the old man and the sea by Ernest Hemmingway, Fantastic Mr Fox by Roald Dahl, Animal Farm by George Orwell, The Famous Five by Enid Blyton etc. are a few books that your child can begin with and who knows, they’ll never stop even after the lockdown ends! **■**

## MITCOM Pune IS REDEFINING MANAGEMENT EDUCATION

**M**IT College of Management was established in the year 2007 to provide quality education in management. Today the Industries are demanding skilled man-power in every field. India's industry is rapidly developing, and to develop them as the techno-manager is the need of hour. MIT College of management includes various sunrise sectors like Agri Business Management, Construction Management, Retail, Global Business Management and Executive MBA to working professionals. MIT College of management is a constituent unit (Department of Business studies) of MIT ADT University.

MIT ADT University is a private state university in Maharashtra. MIT ADT University is located on lush green campus in Pune at Raj-Baugh, where everyone experiences Divinity is in tranquility, is a complete residential campus with all modern amenities. In very first year of its existence the campus is declared as the **“Best University campus of the year 2017”** by ASSOCHAM.

MITCOM Pune is redefining management education in the rapidly changing world. Our programs typically blends professional & value based education system with an emphasis on social, moral, integrity, character, and many more. MITCOM accredited with highest global standards, offers sector specific undergraduate, postgraduate, and Doctoral Degrees.

The Core objective of the MIT College of Management is to

nurture the young talent in quality management education along with latest trend in technology as well as organization.

At MIT we emphasis in providing & nurturing the students for entrepreneurship & leadership management qualities along with customer handling, managerial & technology skills. Each session is governed by highly qualified faculties and Industry expert.

At MITCOM Student's experience case study-based approach along with Fieldwork, summer internship as well as Industry sponsored projects. The special mentoring sessions, grooming sessions (campus to corporate program), value added certification, Management development programs, conferences, Internship along with Image building activities motivate them to be a tomorrow budding techno-managers. Each activity is governed by the mentors to encourage and guide the students.

Today every business activity needs a global exposure International study tours makes student aware of global practices. Special sessions on yoga meditation teaches them to manage stress.

In true sense students are motivated to chase their dreams confidently as a result of which the students of MIT College of management have taken higher positions in the leading organization in all over India. It's a moment of pride to all the members of MITCOM team to see their talent absorbed by the Industry at leading positions and becoming part of nation building.



## Prof. Sunita Karad

**P**rof Sunita Karad is eminent academician, researcher & entrepreneur. She has published many research papers and scholarly articles in renowned journals & periodicals. Prof Karad has over 26 of work experience. She has worked at various capacity in Maharashtra Academy of Engineering and Educational Research's MAEER's MIT Group of Institutions Pune and MIT Art Design & Technology University Pune since its inception.

Prof Karad is presently working as the Dean of Engineering & Management Information in ADT University & Director of ICT & Also, she is the academic council member of MIT ADT University.

Prof Karad is member in many educational bodies, editorial boards and committees. She is the convener for the annual national conference on project & construction management, “Insight”, the annual national conference on agri. and food business management at MIT ADT University Loni Pune.

Prof Karad is the founder of De-Marvels art studio & gallery. The company is ultimate destination for home furnishings. With an innovative and different approach to home décor a plethora of designers and architects.





**M**IT Group of Institutions, one of Pune's most decorated academic establishments, founded in 1983 by **Dr. Vishwanath Karad, Founder & Director General** of the MAEER's MIT Group of Institutions. MIT Group is pioneer in Privatization of Engineering Education Maharashtra. More than 3 Universities and with the name Vishwashanti Gurukul CBSE and IB pattern schools are spread across the Maharashtra. MIT Group is pioneer in Privatization of Engineering Education Maharashtra. Subsequently Over the period of time **Prof. Dr. Mangesh Karad, Secretary and the brainchild behind conceptualizing this University** is to offer education in the most unconventional fields and in the most unorthodox formats.

**What We Offer:** Spread over the sprawling 120 acres, the University offers over 115 meticulously designed, highly specialized courses at undergraduate, postgraduate, certificate, PhD and PG Diploma level. The university offers these programs through 13 different institutions such as School of Fine Arts, Applied Arts, School of Engineering, The School of Film & Television, The Vishwashanti Sangeet Kala Academy, The Maharashtra Academy of Naval Education & Training, The College of Food Technology, The School of Bioengineering Sciences & Research, The Institute of Design, The School of Vedic Sciences, the School of Architecture, The College of Management, The International School of Broadcasting & Journalism and The School of Education & Research. Pune has been called '**The Oxford of the east**' for a long time. It has been the educational hub of the country for many years and is known to deliver quality education across the varied fields. In university of the proliferation of the Academic Institutions in the city, MIT-ADT University stands out as an University with unique offerings.

**World Class Education:** When asked about what makes the university so different, Prof. Dr. Mangesh Karad, Executive President, MIT-ADT explains, "Over the last 35 years, MIT Group of Institutions has developed its own benchmark of quality and standards with regards to technology, infrastructure, resources and trainings at large. The aim has always been the creation of a complete eco-system. Our

commitment is towards offering and delivering the best." University's commitment towards offering and delivering the best can be seen through the mentor program run across various institutes. All the faculties at MIT-ADT are mentored by the best of the best in the industry. The Sangeet Kala Academy is mentored by **Bharat Ratna Smt. Lata Mangeshkar Ji**. Renowned and acclaimed **film director Dr. Jabbar Patel** mentors the Film & Television Faculty. Elaborating further on the Mentor Program, Dr. Karad says, "We are the most sincere admirers of the ancient Indian tradition of Gurukul. While it is difficult to replicate the exact module. In these times, we believe that the mentoring program is the closest that we can get to it. It is your Guru who gives you a vision, both profession-ally and personally. As an University committed towards the holistic & inclusive development of the students, we have tied up with the stalwarts of the industry for guiding our students through.

They have made substantial contribution for the University as well as impacted the life of the individual students." Over past couple of decades, the nature of Indian as well as the global market has changed significantly. The consumers have become more and more brand conscious and that has resulted into a higher demand for the skilled manpower and experts across many fields. Some of the most influenced sectors are product design, fashion design, graphic design, UI & UX design, Film and television, food technologies, Architectural designing, Bioengineering and Engineering.



MIT-ADT aims at producing highly skilled and specialized individuals who would be able to meet the expectations and demands of the society at large in all the aspects of designing. Elaborating on the need of having specifically designed courses for faculties like Film & Television Prof. **Dr. Mangesh Karad** says, "For a rapidly growing industry, there is hardly any format and recognized training being offered in the sector of film and television. Passionate individuals end up having to work in an unorganized fashion thus affecting the quality of creative work produced. Thus, to bridge this gap, MIT-ADT University has launched a wide range of courses in film making, direction, script writing, cinematography, editing etc."

**High-end Technology :** The Technology wing of the university too offers a broad spectrum of courses. These courses are contemporary in nature Prof. **Dr. Mangesh Karad** talks about the need for a Technology wing and the rationale behind the courses being offered at MIT-ADT University. He says, "Technology has always been the driver of the economy and the basic tool for facilitation of human comfort. No university can be a full-fledged one without incorporating Science & Technology. At MIT-ADT University, we have consciously designed courses that are off-beat and yet the most relevant. We offer 15 highly specialized courses. Courses such as Artificial Intelligence, Aerospace Engineering, Mechatronics Automation, Computer System & Engineering, and Energy Engineering are going to be the most sought-after fields in the near future. MIT ADT University has also taken plunge into the Management Education with various sectorial Specialization like Project Construction Management, Agri & Food Business Management. Executive education is having the legacy of 10 years and we ventured into the various specializations5 like MBA in Product Leadership Management, MBA in Applied Data Science and the MBA in Technology Management. We identified the gap between 'what is needed' and 'what is offered' and decided to cater to the niche sectors instead of following the herd mentality."

MANET, the Marine Engineering Institute ranks amongst the top 5 institutes in the country. The university focuses on enabling individuals with apt technical knowledge and ensuring them to be a part of the industry that carries out approximately 90% of the international trade. Among other offerings by the University, some of the most striking are Food Processing Technology, Bio-engineering, Vedic Sciences and the study of Humanities.

**World class Infra-structure:** The MIT-ADT University campus is spread over a serene landscape, situated just about 30 kilometers from Pune City. It was recently awarded the '**Best University Campus 2017**' by the **Associated Chambers of Commerce India (ASSOCHAM)**. In the 2018 the said University has been awarded as a Best Private State University 2018 by Better India Education **award**. This spectacular campus offers state-of-the-art infrastructure, extensive library, hostels, playgrounds, tennis courts, basketball courts, swimming pool, cricket and football grounds, indoor sports facilities and a theatre.

**Training ship Vishwanath** imparts the on Campus Ship training to most of the Cadets Simulation center gives experience of the Navigation to the aspiring ship Engineers. Atal Mission of incubation lays the emphasis upon the budding start-Up and Innovation Idea. Separate Innovation and Incubation center is dedicated to the University. Techno cultural Events and the Sports Meet allows them to be intellectually sharp, mentally alert and spiritually elevated. The Main Objective of the Group is to ensure the holistic development of the students through the Yoga Meditation practices. The Founder Firmly believes that whole world should **see India as the Knowledge Corridor** for the 21<sup>st</sup> Century.

Manifestation of science and spirituality is for the well-being of the society. Students in true sense experience the same through the World Largest Dome on the campus "**Saint Shri Dnyaneshwara World peace Prayer Hall**". In true sense we experience that Divinity lies in tranquility.

**Preparing for future:** While speaking about the vision and mission of the University, Dr. Mangesh Karad says, "At MIT-ADT, we aspire to empower our students with the tool of Wisdom. They have the responsibility of being the wiser citizens of the new global order. Whatever role they choose to play, whether they become Entrepreneurs, Business Leaders, Social Reformers, Political / National Leaders, Artists, Influencers, etc. they must be able to do justice to it!" MIT-ADT is the new-age, unconventional University with an objective of preparing their students not only for the jobs but for life at large! We at the MIT-ADT University are committed to develop them as a Winning Personalities. We firmly believe that Winning personalities are developed through the holistic development of the students.

For more information, visit: [www.mituniversity.edu.in](http://www.mituniversity.edu.in)



Amongst this lockdown, schools and colleges have resorted to the techniques of online education. Here are a few pros and cons faced during the same and a few ways to overcome the cons for future use.

Every concept that one adopts in this world comes with its own set of pros and cons. Even though the idea of online education has been promoted to quite an interest to stay in par with the developing industry, it certainly does not do justice to classroom teaching. Despite the diversity of material that one can have access to simultaneously while attending a lecture, it certainly does not match up to the personal touch and the transformation that a classroom provides.

Sapna Karia, visiting faculty at Savitribai Phule Pune University and Symbiosis Institute of Management, shares her insight on

**WHILE STUDYING  
ONLINE, TOOLS FOR  
BOTH STUDENTS  
AND THE TEACHER  
ARE EASILY  
AVAILABLE ONLINE.**



how online education has affected the student body amongst this lockdown. “While studying online, tools for both students and the teacher are easily available online. It also saves the time spent on the commute which can instead be utilized in studying. Along with this, since most of the online courses are uploaded for further reference of the students, it negates their backlog of understanding of any topic,” she shares the pros. But there are enough cons to this as well. She feels that interactive sessions are hard to conduct over an online session as it tends to get chaotic. Also, it is not always that every student in the group has strong technological support >



**Rimjhim Banerjee** (Director)      **Kanika Bahl** (Co- Founder)

# Empowering Women Work Force

Ans. The Courtyard was created as a one stop solution for working mothers. In a true sense it is 'a home away from home' for babies and children from 6 months to 6 years. Also, the fact that both of us have immense love for the young ones, spending an entire day with them is very fulfilling. What started as a passion has now become the purpose of my life!

Ans. We have a well-crafted curriculum for Preschool which is based on the Montessori and Play-way pedagogy along with a world class day care. Good quality education and care are provided under the same roof. It's a win-win situation for a working parent as all the needs of their child are met.

Ans. We are 100% transparent and always available to the parent on phone /what's app. Our premises are child proof and have undergone, a diligent safety audit, conducted by 'Safe Baby'. Our entire staff has been trained by them in first aid and handling emergencies. We maintain WHO standards of cleanliness and hygiene. CCTV cameras give live feed to the parent 24X7, which develops a sense of trust. A daily report is sent to the parent about their child's day with us.

Ans. We do want to expand and open more day-care centres so that many new children can have 'The Courtyard' experience.



The Courtyard, 101 Konark Shram, Behind Everest Building, Tardeo Road,  
Tardeo. Mumbai - 34, **Call:** 022-23525964.

**Mail Id:** info@thecourtyard.co | **Website:** www.thecourtyard.co





(internet facilities) which may lead to someone possibly missing out on an important conversation. And the most challenging of all is to keep the students constantly involved in the lecture.

Exploring further

Dr Jyoti Tewari, counsellor at Army Public School, Bolarum also expresses her views on the prevailing scenario of online education. She feels that even though online education is a great way to make the best use of the available time and keeping oneself occupied is a great way to avoid stress, it is not always as helpful. In an online class, students don't always mentally connect to a teacher and this technique isn't always 100 per cent beneficial to those students who need personal attention.

Despite online education having more cons than pros at present, we don't really have a choice and need to make the best out of what we have as 'Something is better than nothing'. Hence,

**CONDUCTING MORE GRAPHIC ORIENTED SESSIONS WILL IMPACT THE STUDENTS MORE AS PICTURES TEND TO STICK MORE IN THE MEMORY THAN TEXT**



Karia feels that exploring all the options of technology available for online teaching can make it very interesting, both for the faculty as well as the students. Conducting more graphic oriented sessions will impact the students more as pictures tend to stick more in the memory than text. Lastly, she feels that maintaining continuity by follow up sessions can help understand the effectiveness of the sessions conducted.

Keeping up

We all can agree that though online education is not the best way to impart knowledge to the students, but the world does not stop just because of a lockdown. At a crucial time like this when learning may be harder than usual for academically weaker students, teachers should be available for the students whenever they face a query regardless of the timings of the online classes as they are also trying their best to cope with the challenges posed by the change in the environment. ■

PHOTOGRAPHS: 123RF

# BINGE STUDY

Here's how to make your child's binge-watch purposeful and knowledgeable.



Put on the thinking hat



Furthermore, you can inculcate reflective and critical thinking in them by making them take small notes

whilst watching the content and by the end of it, they can write a review and so can you. And then you can compare your reviews and find some similar index to it as also reflects on where you differ. Hence, a sparking debate is also a great alternative for learning and growing. Let them put forward their viewpoints and vice-versa and you both get a fresh perspective and get to see the other side of the coin.

What if someone told you that binge-watching can also be equivalent to learning? Sounds idealistic, right! Here's how to make your child's binge-watch purposeful and knowledgeable... home-schooling with 'Netflix and chilling' at home, all in one. You wouldn't even require forcing them to study; they'll be happy to do so and would look forward to their newest style of study.

Begin with making a playlist of shows and movies which are going to be helpful in your child's learning. There are dozens of shows which impart knowledge and the visuals can be very helpful to learn things quickly and to adapt new things easily. The characters and different storylines would make them explore vivid personalities and genres, which would be beneficiary for their cognition.

Stream right



TV shows and educational documentaries are not just for the consumption, but

watching together helps in opening up a base for interaction between you and your child. You can ask them about their opinions on the show, what are they liking the most or the least about it. Ask them if something is interesting or unique they are finding whilst watching it. The child would get to learn something new and you would get to learn something new about your child and how their perspective shapes.

**LISTEN TO THE AUDIO AND TURN ON THE SUBTITLES. THIS CAN HELP IN THE FLUENCY.**

Linguistic endeavours



Alongside, you can also indulge the children in some foreign exotic shows which will help them

learn a new language. You can listen to the audio in its original sound and turn on the subtitles. This will help in making the process natural and can help in the fluency. After each episode, write down four to five expression from it and practise speaking that. This can be done regularly and when done right, next thing you know, you'll be ace-ing the multilingualism. When it comes to English and brushing up on language, shows like 'A series of unfortunate event' can benefit. This show is interesting and insightful. They emphasize on enriching vocabulary, and through this, the child can learn new words and spellings without being bored. And the quintessential shows are always there to brush up on the grammar. ■

PHOTOGRAPHS: 123RF





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# DAY TRIPS IN THE DRAWING ROOM

This lockdown season take a field trip with your kids without leaving the comfort of your couch.

With an endless list of cancelled vacation plans, thanks to the ongoing lockdown keeping your children entertained and engaged is bound to get harder. So, while all museums, zoos, aquariums and children’s entertainment centres are obviously physically inaccessible, the need

for them remains intact. Many major centres across the world have realised this need and started fun virtual tours and programmes. Parents can now access these field trips for free at a single click. This is not only something that will keep your child entertained but will also be educational!



## MUSEUMS

Some of the biggest art museums in the world including the Louvre Museum, the Van Gogh Museum and National Gallery of Art- Washington, and historical museums like the Smithsonian Museum and the British Museum are a few of the world-famous museums that offer easy-to-access tours and interactive programs for children of various ages. Some places also offer activities and resources for kids who are actively interested in the fields of history or arts. These are perfect for kids in their early teens to gain access to some of the most important historical artefacts without setting a foot outside the house. >



# HOLISTIC HEALER & VASTU CONSULTANT



**Shilpa Oza**  
Reiki Healing & Psychic Surgery

Shilpa Oza is a specialist in multiple healing modalities and her mission is to bring health, peace, and awareness to individuals and groups for attaining balance and harmony between mind, body and soul through a holistic approach

She is a Reiki Grandmaster and has mastery in various fields of healing like Angel therapy, Karuna DNA healing, Psychic Surgery, Inner Child Healing, Chakra Healing and Vastu and Fengshui Consultant, Tarot Master, Evil Eye experts, Counsellor and Meditation expert!!!

Shilpa has more than 14 years of experience in advanced healing which is beyond human comprehension and has helped thousands of people in coping up with challenges in their relationships, karmic bondage, financial losses, relationships etc.

Human relationships are very complicated and more often than not we are stressed out in sorting out and understanding our loved ones. We end up making wrong decisions based on the superficial aspect of the relationship. Shilpa is like a guiding light in such situations to show the reality and nudges people into the right relationships with ease and compassion. She also helps in connecting to our soulmates or our desired partners thereby helping many people to lead a happy and fulfilled life.

She has cured till date more than a hundred cases of health issues like arthritis, PCOD, Spondylitis, Depression, mental disorder fears and phobias, Varicose Vein, Schizophrenia and many more where science tied all his hands to help. She believes in

"where science wavers spirituality begins"

From psychic surgery which is an intensive healing penetrating our conscious mind and reaching our subconscious mind to remove all the negative blockages and energies which manifests into gathering on our organs and leading to sickness and disease.

She is an excellent psychic or medium for doing Automatic writing which has helped many reach out to their loved ones in the spiritual world and gaining divine guidance from them.

We all carry our energies from our past life. These energies either lift you up or destroy you. By doing past life regression, Shilpa cuts the cord of the negative energy which is binding us down and erases the deep rooted issues which is difficult for to understand by our conscious mind.

Seemingly unexplainable healings like DNA healing which even changes the genetic bond in the nucleus is also made possible by Shilpa's divine healing.

Major issues like planetary correction which heals Malefic effects of planets is made possible which results in abundance of money and finances.

Through MahaVastu consultation, Shilpa channelizes the bad energies of 16 zones affected due to imbalance (overcharged or inactive) of panchatatva (five elements). She recommends simple remedies, solutions to balance these 16 Mahavastu zones which influence our life and every aspect of our existence. She provides Mahavastu training, Reiki training, Meditation techniques, Soul guidance, and Intuitive channellings.

Shilpa has been awarded many national and international awards like Ishma world foundation and her interview with write-up was published in The Times Of India, Mumbai edition on the same.

**Shilpa Oza**  
**Email:** ozashilpa2@gmail.com  
**Website:** www.spiritualshilpa.com  
**Call:** 9819530044





ZOOS

Many children have enjoyed accessing zoo cams even before the lockdown, and the current situation only increases their popularity. The Cincinnati Zoo & Botanical Garden has taken it a step further with a daily Facebook live stream safari. The Atlanta Zoo panda cam is another popular choice among toddlers. The San Diego Zoo offers several webcams with a choice of display, and hosts a website only for kids with videos, stories and fun activities. The Reid Park Zoo Lion Cam- Tucson, Ouwehand Park Polar Bear Cubs- Rhenen are other interesting live cams that help kids understand the animals' lifestyle and habitats.

AQUARIUMS

The Monterey Bay Aquarium is popular for its ten live cams, giving the viewers a peek at an animal of their choice, their world-famous aviary is also among the choices. The Seattle Aquarium virtual tour, Georgia Aquarium webcam and National Aquarium Virtual Tour are other excellent options. In case your child wishes to know about each sea creature in particular, try replacing a family movie with a screening of Disney's *Oceans*, perfect for grade-schoolers. However, if your children are still in the pre-school age, animated films like *Finding Nemo* are great!



TRAVEL

Yes, keeping your child entertained is important, but what is wrong with having fun along with them? Some of the most popular locations in the world now offer virtual tours. The Great Wall of China, Yellowstone National Park and Ellis Island are popular tours for both children and parents which offer both excellent views of the locales and some interesting information on their history. Other interesting options include Google-aided tours of monuments like the Buckingham Palace, Taj Mahal, the pyramids of Egypt, the Vatican and the White House.



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SCIENCE AND TECH

A well-known virtual science tour is the ambitious Google Mars trip that gathers information from the planet's surface directly from the Curiosity Rover. Discovery Education's website also has interesting tours with guides and learning games in various fields of science, tech, finance, commerce and even sports. The NASA STEM program has tours and activities. It also has programs for educators, including guides and lesson plans, making it easier for parents to teach at home. **F**

PHOTOGRAPHS: 123RF, JUN SEITA

Thumbs-up to veganism!

Gynecologist, health enthusiast and vegan advocate Dr Priya Selvaraj discusses the benefits of following a plant-based diet with NEETI JAYCHANDER

Dr Priya Selvaraj, ace fertility specialist, clinician and embryologist is well-known for commissioning India's first babies born from frozen-thawed eggs, and more recently in 2019, the first baby born from egg extraction from an ovary transpositioned under the skin. She is an avid health enthusiast and discusses the benefits of going vegan.

"Being a doctor and a childhood asthmatic who also suffered seasonal allergies as an adult, I read more and more about what noxious agents could evoke allergies and cause bronchospasm or rashes," she explains. "I learnt about the impact of dairy consumption. Not only did it take longer to digest and felt heavier on the stomach, but I was also becoming more aware of the environmental hazards that the meat industry was propagating. Think carbon footprint and its influence on global warming. The meat industry is the fourth largest contributor to carbon emissions. We're going to take a while to give up all other necessities to lower travel, construction and fuel. So, the easiest way to contribute is to slide ourselves down the food chain and get creative with what's going on in our plates. I have to admit, I saw results within just a few weeks of stopping dairy products."

For Dr Selvaraj, it was not an immediate switch to vegan



food, but to being vegetarian, and then finally to being vegan. "I gave up meat and eggs in 2010. But I became vegan in 2017. Choices back then seemed limited. But now, there is no dearth of choices. Being a south Indian vegetarian automatically makes you vegan if you could remove the yoghurt and sweet dishes that are prepared using milk and ghee!"

The most common question she is asked is about protein. "You get it from all that you neglected growing up in favour of meat – legumes, nuts and nut

butters, lentils, pulses and leafy green vegetables. To this list, add plant-based milk like soy, cashew, almond and oats." As for calcium and vitamin D deficiencies, Dr Selvaraj compared her serum values to those of her staff who were dairy consumers. "I passed and they failed. They were either osteopenic or severely deficient. I also believe in vitamin and mineral supplements even if you are on a seemingly healthy diet, as the absorption capacity of our gut varies - calcium, vitamin D, folic acid and B-complex."

Scientifically, there are

debates on the benefits of meat and dairy over a plant-based diet and contradictory reports on cardiovascular health and longevity. However, she believes it is a matter of rephrasing and understanding some concepts. "Separate processed and unprocessed farm-grown animal meat. Separate lean from red meat. Think Pescatarian. Plant-based or animal-based, whatever is produced locally and can be for restricted use within communities, goes a long way in the health of the community as well as reduction of carbon emissions."

Dr Selvaraj feels strongly on the antibiotics and hormonal manipulations that dairy animals are being subjected to and the extent of the injury. "Consuming such products increases the risk of cardiac events, strokes, cancers, dermatological conditions as well as respiratory illnesses, especially in allergy-prone individuals. It also gives rise to more cases of lactose intolerance and may affect the gut flora reducing its ability to fight infection by altering its microbiome. My love for South Indian vegetarian cuisine, considering its vast numbers of healthy ingredients, helped me transition without regret to becoming vegan. Having discovered recipes and not having to miss curd rice, it has been a win-win phase of my life." **F**





# A TREASURE TROVE OF BENEFITS

ANINDITA GHOSH tells you why nuts and seeds should be included in your daily diet

### Nuts can make you lose weight

We are not kidding. Research has shown that adding nuts and seeds to your diet can help you maintain your ideal weight. Nuts suppress the appetite and stop you from bingeing on unhealthy food. In fact, eating 100 calories of nuts and seeds in the morning can reduce your calorie consumption by 75 calories through the day.

### Heart healthy

Nuts and seeds are rich in heart healthy mono and polyunsaturated fats. According to a British Medical journal study, eating nuts five times a week can reduce your heart disease risk by 35 percent.

### Gives you great skin and hair

Nuts and seeds have vitamin E, an oxidant that is good for the skin and eyes. Omega-3 fats, selenium, and zinc in nuts and seeds also have skin benefits. Zinc is essential for smooth and supple skin and strong nails as are Vitamin B6 and biotin.

### It's anti-inflammatory

Nuts and seeds fight

inflammation throughout your body. A study in the The American Journal of Clinical Nutrition found that people who ate plenty of nuts had a 51 percent lower risk of getting an inflammatory disease.

### Filled with Mineral

Minerals like magnesium, zinc, calcium and phosphorus in nuts and seeds are required for bones, immunity and energy. Magnesium helps in reducing inflammation. One ounce of sunflower seed kernels contain 100 mg of magnesium. Calcium is needed for bone development and healthy cells. Almonds are rich in calcium.



**S**unil Sanklecha, Founder & Managing Partner of Nuts 'N' Spices on how to boost your immunity During Covid-19 times, the best alternative immunity boosters are dried fruits, nuts, seeds and a few spices. Worldwide, doctors have been recommending the consumption of least 50-100gms of mixed nuts and dry fruits. These are good to build

one's immunity for several reasons:

- A source of many nutrients
- Loaded with antioxidants
- Aids weight loss
- Lowers cholesterol and triglycerides
- Beneficial for type 2 diabetes and metabolic syndrome
- Reduces inflammation
- High in beneficial fibre
- May reduce the risk of heart attack and stroke. 

**Your diet can help you maintain your ideal weight.**

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# Facts, Myths & The Coronavirus

NEETI JAYCHANDER decodes the information doing the rounds about Covid-19, to see what's true and what's not

Ever since the coronavirus pandemic has affected people worldwide, we've been inundated with information pertaining to the virus – what will prevent it, what won't, what we should do to avoid getting it, and how to build our immunity against it. While it is clear that social distancing seems to be the only surefire way to protect ourselves against the virus, no man is an island. So let's wade through the plethora of information on how to keep ourselves safe, and find out which one of these holds merit.



## Washing hands

We've started with an easy one! According to the World Health Organisation (WHO), soap is a 100 per cent way to kill the COVID-19 virus, and washing your hands properly takes as long as singing the song 'Happy Birthday' twice, back-to-back. Make sure you don't touch your face and nose until you've

washed your hands properly, as that's how the virus carries. Clean every bit of your palm, back of the hand, fingers, nails and the space between the fingers thoroughly. If you don't have immediate access to soap and water, use an alcohol-based sanitiser thoroughly all over your hands.



## The Alkaline diet

Several messages have been doing the rounds on social media, touting the benefits of the Alkaline diet, based on the principle that the virus can be killed by eating a pH level higher than its own. Just to give you an idea – a pH below 7.0 is considered acidic, at 7.0 is deemed to be neutral, and above 7.0 is considered alkaline.

While it is generally good to eat alkaline foods to balance the body's acidity, there is no evidence that such a diet is a surefire way to kill the virus. Nor is the keto diet a sure shot cure. You just need to eat sensibly to keep your health at its optimum, but none of this can prevent viral transmission.

## Mouthwash

The jury's not yet out on this one! But recent studies over the last few days are veering towards using mouthwash as a potential preventive. According to scientists, the coronavirus is an 'enveloped virus', which means they're

covered by a fatty layer that is destroyed by certain chemicals – including those present in alcohol-based mouthwash. There is no conclusive proof of this until now, although studies are underway.



## Food transmission

Here's some good news - there is currently no evidence that the virus can be transmitted through food. The primary source is still person-to-person; when one person coughs or sneezes, and the other catches it. However, in case someone who has handled your food is infectious, there could be a lingering virus

on the surface of packaging, or a fruit or veggie. Wash your fresh produce in hot water, and set it aside for a few hours. Clean your own hands with soap afterwards—sanitise packaging on dry produce. If you've ordered takeaway, discard the packaging entirely and reheat the food entirely before you consume it.

## Vitamin C

Immunity seems to be the buzzword these days, and everyone's talking about the benefits of vitamin C as an immunity-booster, which could potentially prevent the virus. Well, bad news. You cannot overdose on vitamin C and expect the virus to stay away! What can you do now? Stay safe, wash your hands, and

eat your veggies. There is anyway no known way to be immune to coronavirus. But a lowered immunity might lead to a cold, and in the times we live it, that might stress you out just as much. So eat sensibly –a gamut of fruits and vegetables, whole grains, omega 3 fatty acids, and yes some **V**





# Nuts for Days, Nuts for Life!

Four decades of experience comes together in one nutty, delicious package !



For over four decades, Ansika Trading Private Ltd has established itself as one of India's largest importers of wholesale nuts, with their specialisation in cashews. Based out of Marthandam in Kanyakumari (Tamil Nadu), this family run business has established manufacturing facilities in three countries with trading being carried out in seven more nations across the world. You never know, a lot of the nuts you currently consume from various manufacturers could originally have passed through the hands of someone at Ansika Trading, indicating the size of their presence in this segment.

Their hands-on experience in handpicking the finest quality nuts is coming to retail, by establishing Nuts for Days, a brand dedicated to providing consumers with the finest quality cashew nuts at the most affordable prices, with rates starting at ₹20 (15g) and going all the way up to just ₹125 (100g). The company's vision is to make a healthy, hygienic snack that is affordable to

all, not just the premium segments. In this regard, Nuts for Days has set up its distribution network to service Tier 2 and Tier 3 cities in addition to the metros. "Nuts, especially cashews and almonds, are seen as a healthy treat accessible to most people on festivals or other special occasions. It is sad that most of us, especially children, resort to eating junk food to satisfy their hunger cravings while

**Including a healthy portion of nuts in your meals could potentially add days and years to your life**



Mr. Anand Rajan,  
Managing Director  
and CEO

nuts could be a healthy alternative, only if they were made more affordable. We also ensure that our products have no harmful additives and preserve its natural flavours. With our resources and experience in this segment, we feel that there is a tremendous opportunity to fill this gap and introduce the market to premium quality nuts at very affordable prices. We're excited to see where this will lead us!" said Mr. Anand Rajan, MD & CEO, Ansika Trading.

In the future, Nuts for Days also planning to introduce its own range of cashew milk, which can be used in the preparation of various sweets and savouries, along with gaining popularity among vegans as an environment-friendly substitute to milk from animal source. Their upcoming ranges include almonds, pistachios, walnuts and hazelnuts



**Currently, Nuts for Days has introduced six lip-smacking flavours of cashews :**

**Natural**  
(Lightly roasted cashews with no flavouring or additives)

**Salted**  
(Roasted & salted cashews)

**Pepper**  
(Roasted cashews with black pepper)

**Chilli**  
(Roasted with red chilli flakes)

**Candied Milk**  
(Lightly roasted, blended with milk and sugar)

**Mint**  
(Lightly roasted with mint leaves)

that are due for launch this year. "Our vision is simple: More Nuts, More Days! What this means to us is that including a healthy portion of nuts alongside your meals could potentially add days and years to your life. We don't want anyone to compromise on eating healthy citing higher costs. We come from a traditional background and understand the difficulties that families face in providing adequate nutrition, so we hope to make a remarkable contribution in this regard." says Mr. Anand Rajan. You can look forward to a lot of yumminess and nuttiness from this new entrant. **F**



**For more details, visit**  
[www.nuttynest.in](http://www.nuttynest.in)  
[f nuttynestIN](https://www.facebook.com/nuttynestIN)  
[i nuttynest](https://www.instagram.com/nuttynest)  
**Ph: Marthandam**  
**04651 272956**



# FEEL YOUNGER INSIDE OUT!

This simple procedure can turn your life around!  
Read on to find out how

**A**geing not only affects a woman externally, it impacts her internally as well. Vaginal Laxity or weakening of the vaginal muscles and ligaments is very common, especially after child birth. During and post menopause, when the female hormones diminish, it further aggravates the problem along with involuntary leakage of urine during coughing, sneezing, or laughing, otherwise known as Stress Urinary incontinence (SUI) which can be very embarrassing.

Weakening of the vaginal muscles and ligaments also causes protrusion of the bladder and rectum into the vaginal canal. Vaginal Laxity can also reduce sexual pressure and cause loss of interest and intimacy among couples. To address all these issues, there is a safe, quick, non-surgical, painless, outpatient procedure using advanced CO2 laser technology available. A Pixelated CO2 laser beam is directed at these affected tissues to rejuvenate the lost elasticity and collagen in this area. Using similar technology stretch mark can also be corrected.



**Dr. Sumitha Nandan**  
Cosmetic Gynaecologist

### What are the Indications:-

- Vaginal Laxity
- Stress Urinary Incontinence
- Vaginal dryness
- Stretch mark reduction
- Vulval Lightening

### What should be done prior to the procedure ?

A thorough vaginal examination has to be done along with Pap Smear testing.

### What does the Procedure entail ?

A single use vaginal probe is inserted into the vagina and laser pulses are delivered at 1 cm distance all around. Each session would take around 10-15 minutes. You may require 3- 4 sittings depending on your individual condition.

### What is the Downtime Post Procedures ?

- A Maximum of 1 week.

**To address all these issues, there is a safe, quick, non-invasive, painless, outpatient procedure using advanced CO2 laser technology available.**

# HOLD HIM TIGHT

**Revive** the intimacy and confidence of your honeymoon days. No matter what your age is, how diminished your female hormones are or issues related to child birth or menopause. You are still bold and beautiful. Vaginal laxity or weakening of vaginal muscles and ligaments can no longer trouble with sexual dissatisfaction or involuntary urine leakage while coughing or sneezing. A completely safe, quick, nonsurgical, painless procedure using advanced CO2 laser technology is introduced at Repair. Our gynec cosmetologists here aesthetically reshape and rejuvenate the vaginal tissues and restore the tone.



Powered by:  
**Alma FemiLift**  
Give Your Feminine Life a Lift

Painless solution to:

- Vaginal laxity • Stress Urinary Incontinence • Vaginal dryness
- Vulval lightening • Stretch mark reduction • Vaginismus treatment

**Prior to the procedure:** A thorough vaginal examination has to be done along with Pap Smear testing.

It's just a 10 minute procedure in which a vaginal single use probe is inserted into the vagina and laser pulses are delivered at one cm distance all around to enjoy your youthful days. Here is an opportunity !



Kerala's first vaginal rejuvenation centre opens in Kochi

**re-pair**  
feminine rejuvenation clinic

**@mom**  
PREMIUM WOMEN'S HOSPITAL

Tipu Sultan Rd, Thykkavu, Cheranallur, Kochi, Kerala 682034  
For more details: **0484 4134444, 90 723 44 455**

care@mombirthcentre.com



# ALL YOUR SKINCARE QUERIES, ANSWERED!

UMA SETHURAMAN, CEO - ZI Clinic, recognises the impact of stress on the skin, and shares pointers to deal with it

With the lockdown in place a lot of people have neglected to follow their skincare routine. Stress, irregular sleep patterns and diet, all cause the skin to flare up. The body releases a stress hormone called cortisol, which may increase the skin's oil production, making you prone to acne breakouts. Here's how to start on a good skincare routine at home.

### Masks

When one wears a mask continuously for over 3-4 hours, there is a possibility of allergy / contact dermatitis due to the fabric. Wearing masks can cause acne now famously called 'maskne'. This frictional acne is called 'acne mechanica'. To prevent it, regularly change your mask,



and wash your face. Avoid makeup while wearing a mask, use an oil-free moisturiser and non-comedogenic sunscreen.

### Hand Washing & Sanitisers

Constant washing and exposing hands to drying alcohol gels can have an adverse effect on skin - irritant contact dermatitis.

Before sleeping at night, apply a layer of hand cream.

### Skincare Regime

Based on your skin type, choose a face wash. For oily skin choose a salicylic face wash and for normal skin use a mild cleanser. Wear a sunscreen even while indoors. Take care of your neck and hands.

### Teleconsultation

Teledermatology is the way forward. It takes a couple of consultations to develop a personal touch with our patients, as compared to in-person consultations. Only patients on regular procedural treatments are advised to visit the clinic once a month.

### Procedures Offered

Non-invasive procedures such as superficial chemical peels, non-ablative lasers, low level laser therapy, IPL, laser hair removal, botox, fillers, skin boosters, laser resurfacing, mesotherapy, medifacials, microneedling, PRP and radiofrequency procedures are performed. Invasive procedures with the potential risk of infection and aggressive laser procedures are avoided.

### Precautions

We don't take more than two appointments at a time. Social distancing is strictly maintained. Every patient is sanitised and provided with masks and gloves, temperatures are checked with no-touch thermometers.

## NOT WITHOUT MY BABY

Dr Kavitha Gautham, Obstetrician and Gynecologist, Bloom Fertility and Healthcare on how they dealt with the pandemic

We had our first alert from the European Society and the American Reproductive Medicine society, to slow down the IVF cycles. Slowly studies showed that there was no vertical transmission of infection to the embryo. We were also worried about the secretion being infected and whether healthcare workers could handle the vaginal and

semen secretions. Later this was also ruled out.

Beginning of May, we were told that we could start reproductive work for oncology patients because they cannot postpone their treatment. By the second half of May, we were told that people in an older age group could not wait longer as well. We have slowly started, but still in Tamil Nadu there is a alarming rise in the number of cases.

### Precautions

Before they come into the centre, we ensure proper masks and gloves. We also try to ensure they avoid touching surfaces of the hospital. From the hospital's side, we've made sure that we sanitise very frequently. Patients are separated if they come from containment zones. The patient's temperature is checked before they enter the hospital.



### The Response

We've delivered 250 babies in the months of April, May and most of June. Even though it was difficult for us to handle the increased number of cases, we delivered with utmost care by giving protection to the patients & healthcare workers.



Palliyady  
DR. SHEBAN MBBS, DCH

**NO** exercise , protien powder , tablets , juice , honey , surgery

we give balanced **HOME** diet chart.

**42** weight Loss  
Kg



**128** Kg



**86** Kg

send your weight to our whatsapp  
**9443487004**  
for more weight loss information.

my patient Mr. Sunder rajan ADSP Retired Senior Police officer



# CLEANSE BEFORE YOU CONSUME

Chemicals and pesticides and harmful viruses pose a threat to human health, It is always advisable to wash all fruit and vegetables before you eat.

**What:** SaaFoo Veggies and Fruits Wash and SaaFoo Meat Wash

**Where:** Leading retail outlets, kirana stores and e-commerce platforms.

**What we loved:** With an insight into day-to-day food safety needs of the consumers and backed by strong research, CavinKare is also India's first consumer brand to introduce a cleansing liquid specifically made for meat & seafood. SaaFoo washes have been designed to carefully remove the germs, chemicals & pesticides that could be carried inadvertently in the food we consume. The products are made with 100% Food Grade Ingredients and leave no after taste post cleansing. As most of the households in

India continue to rely on plain water for cleansing of fresh produce, the sachet format of SaaFoo products has been introduced in the market to aid consumers maintain effective cleansing practices of food. Combining the goodness of Apple Cider Vinegar, Neem, Salt and Turmeric, which are renowned for their antimicrobial properties, SaaFoo has been developed to cleanse contaminants from the surface of fresh produce. SaaFoo products contain No Paraben, No Sulphates, No Bleach, No Soap, No Perfume,

No colour and is made with 100% Food Grade Ingredients.

**Price:** SaaFoo veggies and fruits wash is priced at ₹ 99 for 500ml and SaaFoo Meat Wash is priced at ₹ 120 for the 500 ml.



# SAY HELLO TO SOFT HANDS

Apart from sanitizing your hands regularly, keep them soft and supple



**What:** Himalaya Hand Cream

**Where:** In stores and online

**What we loved:** The current scenario has brought the focus back on the importance of hand washing and hand hygiene. The situation has called for a change in habits and more attention on cleanliness. Regular washing of hands often leaves them dry and stretched. Himalaya Hand Cream is packed with natural ingredients that help prevent hands from becoming dry from regular washing. It is a powerful combination of natural herbs enriched with the goodness of Rose Myrtle and Cocoa Butter, which relieve dry and rough skin, help strengthen the skin's barrier function, making our hands feel soft and supple. This non-greasy cream is quickly absorbed by the skin, thereby hydrating and improving skin texture, with a reminder for people of all age groups to moisturize their hands regularly.

**Price:** ₹ 180 for 100ml

# KEEP GERMS AND INFECTIONS AT BAY

Add the practice of using a hand Sanitizer in your kid's daily regime

**What:** Chicco hand Sanitizer

**Where:** E commerce

**What we loved:** An unprecedented rise in infections has restricted our normal routine and touching things with our hands. We all know that hands are the main pathways of germ transmission given that we all touch uncountable things in our day to day life. Hence, all the credible health organizations over the world are propagating awareness on the need of hand hygiene and are advocating either washing hands with soap and water or use an alcohol-based hand sanitizer to keep our hands free from germs & microbes. Chicco, a leading baby care brand has come up with the all-new Hand Sanitizer which is alcohol-based, serving to be a perfect solution to ensure hand hygiene and protection for young children (3 years+) and the whole family. It is non-sticky, fast-acting, and easy-on-the-go gel to sanitize around your kid's hands anytime, anywhere. It complies with the health guidelines and free from parabens, sulphates, formaldehyde and synthetic dyes. Enriched with goodness of Neem seed oil and the presence of glycerin prevent drying of hands.

**Price:** ₹ 50 for 100ml and ₹ 100 for 200ml



# HIGH-TECH SWISS TEXTILE INNOVATION ON YOUR MASK

Masks have become an everyday essential and developing a multi-functional mask that actively inhibits viral and microbial activity and is affordable was the obvious requirement.



**What:** India's first multi-functional protective masks enhanced by four HeiQ technologies by Defend & Protect Initiative

**Where:** defendandprotecht.com

**What we loved:** HeiQ Viroblock NPJ03 is amongst the first textile technologies in the world to be proven effective against SARS-

CoV-2 (COVID-19) in the laboratory, deactivating 99.99% of the virus in just 30 minutes. The other technologies in the mask are HeiQ Smart Temp for thermoregulation and moisture management, HeiQ Pure for odour control and HeiQ Eco Dry for water and droplet repellent properties. Designed

and developed in 3-layer variants, the outer barrier which is common for all variants is engineered to actively destroy viruses and microbes on contact and filter pollutants, and is droplet and water repellent and breathable. The middle layer is treated with anti-viral, anti-bacterial, water repellent and pollutant filtering technologies. The inner comfort layer has thermoregulation, moisture management and odour control. The mask is self-sanitizing, reusable, breathable, hypoallergenic and optimally designed for a comfortable fit. The masks have a life cycle of 18- 24 months with proper care. **Price:** ₹250/- into the market in a range of colours and prints.

# CELEBRATE THE MAN IN YOUR LIFE

Elevate his shaving experience with an ultimate grooming kit specially curated for him.

**What:** Sublime Life

**Where:** Sublimelife.in

**What we loved:** A mix of skincare and haircare brands exclusively from various parts of the world as well as homegrown brands are curated by Sublime life. The brand resonates with clean, conscious, and cruelty-free beauty to lead a movement of building a more sustainable, more transparent, and safer ecosystem for the end user. The online destination which recently curated exclusive men's grooming range has over 35 brands from India and overseas that have ingredients that are free from toxins, are cruelty-free and eco-friendly. The online destination has over 35 brands from India and overseas that have ingredients that are free from toxins, are cruelty-free and eco-friendly. Their brands include the carbon-neutral label, Sukin from Australia to the sulfate-free brand Cowshed from the UK, and no-plastic ampoules scrubs from Martiderm, Spain, in addition to a host of homegrown Indian brands - like Disguise Cosmetics and Ruby's Organic, as well.



# Sport effortless style this season

Contemporary watches with cool designs for the Modern Man

**What:** Athleisure collection by Titan

**Where:** World of Titan stores, Helios, all major department stores & e-commerce stores

**What we loved:** A range of fashionable watches, designed for today's dynamic men, Athleisure collection by Titan is all about comfort and style. The collection boasts of 7 variants designed in tune with the latest trends in contemporary fashion. Fitted with stylish leather & rubber straps in solid and braided patterns, the collection flaunts sophisticated casual aesthetics with fascinating multifunction look and a signature rubber lining. Some of the captivating combinations include Dark Blue dial in a newly launched Black-Blue plating and a blue strap, Black multifunction dial in a Steel case and a dark green nylon strap. The straps of these timepieces come in a trendy colour palette - tan, grey, blue, dark green & teal and entail the signature rubber lining for extra comfort from morning to evening. These features make the Athleisure collection a must-have accessory for this season.

**Price:** ₹6,495 - ₹7,995





# EAT HEALTHY, NO MATTER YOUR AGE!

However old, fit or health-conscious you are, there are some hacks that you can try to make better food choices. **NEETI JAYCHANDER** gives you age-wise eating tips



## In Your Teens!

- Don't count calories when you eat. Instead, burn them all out with as much physical activity as you can.
- Avoid skipping meals, especially breakfast – this could cause obesity and other issues that plague you long after you leave your teens.
- Resist the urge to eat processed or fast foods more than twice or thrice a week. Instead, opt for fresh juice over sweetened colas, homemade cutlets over burgers, and so on. Switch to popcorn as a snack, which is healthier than other foods outside.
- Nutrients like calcium, phosphorous and vitamins are all important since your body is still developing. Full-fat dairy, fruits and vegetables (even the starchy ones!) and whole grains are all ideal for teens.
- Body image issues can cause you to fad diet, and go on diets without being adequately educated. As long as you're healthy, accept your shape and size and don't fall for weight loss marketing gimmicks!

## In Your 20s!

- You develop your bone density and skeletal structure in your 20s. So focus on drinking milk and eating veggies like broccoli for calcium and vitamin D.
- You're likely to be dining out a lot, so learn to spot healthy options at a restaurant and make informed choices while picking out a dish.
- Since your metabolism is at its peak, fill up on good fats – add a generous dollop of ghee to your rice, drizzle your salad with olive oil, include fatty foods like flaxseeds and salmon to your diet as well.
- Moderate alcohol consumption, and make sensible choices like red wine. Always hydrate before and after you drink, to keep liver health optimum.
- Learn to set healthy eating habits, because the habits you cultivate in your 20s are most likely going to stay with you for life.



## In your 30s!

- This is typically when women lose muscle mass – so it is essential to focus on protein intake. Consume 1g of protein per kg of body weight. Eat eggs (which are also rich in folate, another essential nutrient particularly if you're pregnant), lean meat, fish plant proteins like legumes and lentils.
- Fortify yourself with iron, in the form of leafy green veggies like spinach and kale.
- Start snacking healthy. Pack an assortment of nuts and seeds, which are easy to pack, carry and maintain through the day.
- This is also the time when your hormones start changing – so add adaptogens to help combat hormonal imbalances, like ashwagandha and tulsi.
- If you haven't already started, supplement your healthy diet with an intensive, structured exercise regimen for one hour each day.

## In your 40s!

- Start including 'anti-ageing' foods in your diet like blueberries and green tea. These anti-oxidant foods keep cellular health in check.
- If you've had erratic eating habits until now, it's time to make sure you plan your meals and eat them regularly.
- Start consuming fibre-rich foods for energy, as well as for stomach health.
- Count calories if you need to, so you'll be able to cut out empty calories.
- Go easy on the cardio, and focus instead on strength training, which will hold your bones and muscles in good stead.
- Cut out excessive salt, oil or spice, as all of these could trigger high blood pressure. Also, lower your sugar intake to moderate blood sugar levels.
- In consultation with a doctor or nutritionist, start taking multivitamins to supplement your diet. Vitamin B12-rich foods for cognitive health should also be consumed.
- Avoid deep-fried or fatty foods as much as possible, and eat foods that are gut-healthy and gentle on the stomach. Eat your largest meal in the afternoon, and lesser at night.
- Restrict meat intake and veer towards a plant-based diet, which is kinder for the body. Don't go on fad diets or fast, unless advised by a medical professional.

## FIND OUT HOW YOUR AGE AFFECTS YOUR NUTRITIONAL NEEDS, AND WHAT YOU SHOULD BE EATING FOR A HEALTHY, BALANCED DIET.



## In your 50s!

- Cut out excessive salt, oil or spice, as all of these could trigger high blood pressure. Also, lower your sugar intake to moderate blood sugar levels.
- In consultation with a doctor or nutritionist, start taking multivitamins to supplement your diet. Vitamin B12-rich foods for cognitive health should also be consumed.
- Avoid deep-fried or fatty foods as much as possible, and eat foods that are gut-healthy and gentle on the stomach. Eat your largest meal in the afternoon, and lesser at night.
- Restrict meat intake and veer towards a plant-based diet, which is kinder for the body. Don't go on fad diets or fast, unless advised by a medical professional. **F**



# Boost your immunity!

These kitchen ingredients are great immunity enhancers, finds **NEETI JAYCHANDER**



Getting your immunity up is the buzzword these days, with theories, remedies and solutions being bandied about! Among these are tried and tested home remedies that involve ingredients from your kitchen. Here are some immunity enhancers to try out.

### Amla (Indian Gooseberry)

Amla or gooseberry is replete with nutrition, particularly with vitamin C, which keeps viral and bacterial infections at bay. Amla is said to be one of those rare ingredients that balances all three doshas in the body – Vata, Pitta and Kapha – and is suitable for all body types. It is also an antioxidant and keeps cellular health intact. The juice of amla is recommended every morning

on an empty stomach. You can dilute this if you like – one part juice to one part water.

### Tulsi (Holy basil)

Along with ginger, Tulsi is known for its ability to fight off pathogens, keep colds and coughs at bay, and enhance digestion. In Ayurveda, Tulsi is said to have antibacterial and antimicrobial properties and is useful in treating chronic respiratory disorders like asthma. It is also good to balance mental health and wellness. Ginger, on the other hand, is a rhizome with analgesic properties and cleanses the nasal passage of mucus. Boil a few tulsi leaves and a tsp of grated ginger in water. Strain, and drink this concoction.

### Honey

Fresh and pure bee's honey is used in the treatment of various bronchial diseases such as asthma and throat infections. It has antiseptic and antimicrobial benefits too and can cleanse the body both internally and externally. However, raw honey shouldn't be mixed in hot or boiling water, or heated up. The best way to have raw honey is one tsp on its own every day.

### Turmeric milk

Haldi Doodh, also known as golden milk, is consumed many households at bedtime, for restorative sleep. But this remedy is so much more! Turmeric is one of those all-rounders that is good for just about anything. It is great to cleanse the digestive tract, stimulate blood circulation, and fight colds and coughs. The key

is to use fresh cow's milk and fresh, unadulterated turmeric for optimum benefits. Take a stick of turmeric, crush it coarsely and then boil it together with milk. If you're lactose intolerant, you can opt for drinking turmeric added to buttermilk in the afternoons.

### Garlic pods

Don't use of garlic pods in excess, because they produce heat, especially during the summer months. However, when consumed in moderation, garlic can be a useful tool to remove phlegm, act as an antiparasitic, support the digestive organs and enhance ovarian function. Not more than two pods of garlic a day should be consumed. If you can take these raw, that's fine, else grind and add it to your food. **F**

# TIME TO DE-STRESS!



Try out these five simple yoga asanas to beat stress. **BY NEETI JAYCHANDER**

These are uncertain times, and most of us are going through stress in some way or the other. Yoga is one of the best coping mechanisms for stress; it gives you a sense of calm and mental wellbeing alongside physical benefits. If you're a yoga beginner and don't want to try complex asanas without access to an instructor, here are some easy-to-implement poses to beat stress.

### Sukhasana

Also known as the Easy Pose, Sukhasana is a posture that you're probably already using unconsciously. To mindfully practice, it can unfurl benefits ranging from calm and inner peace, relieving exhaustion and mental stress, and improving overall posture and balance. Sit cross-legged on the floor, the legs crossing at the shins. Each foot should be under the opposite knee. Keep the spine elongated and straight, in line with the neck and head. Keep the hands on the knees either in chin mudra or with the palms facing down. Close your eyes, inhale and exhale deeply, and hold for 2-3 minutes. Then change sides, putting the leg that was on top below. Repeat.

### Tadasana

The Mountain Pose or Tadasana is the foundation of all standing postures, and helps decrease anxiety by improving breath control, and enabling you to feel more secure and grounded. Stand with your feet directly under your hips, body straight and in alignment, weight spread



evenly. Raise your arms over your head, then interlock your fingers with the palms facing upwards. As you do this, gently lift your body onto your toes, and inhale. You can roll the shoulders back a little, opening out your chest. Hold this posture for 3-4 counts, along with your breath. Exhale as you release the same way you got into the pose – bringing your hands to the sides of your body, and the heels back on the floor. Repeat 10-12 times.

### Balasana

Balasana or the Child's Pose has a direct impact on the nervous and lymphatic system, easing stress and fatigue and keeping the mind quiet and calm. To practice balasana, kneel with your legs together, and then sit back with your hips resting on your heels. Without lifting your hips, gently bend forward, till your chest is resting on your thighs, and your forehead touches the floor (you can use

a pillow for the first few times). You can keep your arms by your side, palms pointing upwards, or stretch them out in front of you if you need the extra support.

### Setubandasana

Also known as the bridge pose, setubandasana can address issues like insomnia, anxiety and migraines. It is also great to control the blood pressure and keep backaches at bay. Lie on your back, and bend your knees. The feet should be directly under the knees, hip-width apart. The arms should be on the sides of the body, palms facing down. Gently inhale and lift your hips, keeping

your feet and arms firmly on the floor, and not moving your knees. Use your butt muscles to keep pushing the hips up higher – do not strain your back. Hold to 5 counts, then exhale and slowly release the hips downwards till you're back to the starting position. Repeat a few times every day.

### Shavasana

Shavasana or the corpse pose, practised at the end of a yoga session, makes you mindful of your breathing, lowering stress and hypertension, ensuring enhanced focus and mental wellbeing and keeping depression at bay. Lie down on your back, legs slightly apart, arms around 6 inches away from the body with palms facing upwards. Move your head until you find a comfortable and relaxed position to rest it. Make sure you're comfortable, as you shouldn't move once you're in this posture. Take deep breaths, relax your mind and each body part, but don't fall asleep! To come out of Shavasana, slowly move your fingers and toes, stretch your body – legs pointing downwards, arms pointing outwards, and torso expanding – while moving your head gently. Turn to any one side and then get into a cross-legged sitting position. **F**

**PRACTICING YOGA HELPS PROVIDE A FOUNDATION AND TOOLS TO BUILDING GOOD HABITS.**



# REACHING FOR THE STARS

An avid reader and an ardent believer of equality Sowmya Thanam from Hyderabad talks to **Gayatri Chivukula** about her passion and her inspiration for modelling.

## SOWMYA THANAM

**H**ow a human mind works always fascinated Sowmya Thanam. Her childhood dream of being a psychologist might have remained a part of her through her journey as she talks about one of her favourite reads, *Colour Purple* by Alice Walker. “The protagonist writes letters to God describing her agony, pain and suffering. The book is written in plain, unfiltered words which struck a nerve with me. It opened up my eyes to abuse,” says Thanam. She has done her Bachelor of Arts in Mass Communication, Journalism, English Literature and Social Management from St. Francis College for Women, Hyderabad.

She loves the constant hustle in Mumbai, with everybody rushing around and following their dreams



and hates the extreme traffic in the city. Her tryst with modelling started when she applied for Grazia Cover Girl Hunt in 2017 while browsing online and ended up going as far as the finale. After that, she started taking modelling seriously, and the rest is history. She has walked for top designers like Shantanu and Nikhil and Gaurav Gupta. Her passion for the job stems from a deep-rooted need for feeling confident. She adds, “I wasn’t a very confident girl before I started modelling. Every time I am in front of the camera, I see myself growing confident and start believing in myself even more than I did before. Modelling taught me, it doesn’t matter who I am, in front of the camera I am a strong, confident woman, which gradually started reflecting off-camera.”

Talking about the importance of family, Thanam reveals that she relates to the characters Anna and Elsa from *Frozen* as it is reminiscent of her relationship with her sister, who she admits, always knows what to say when Thanam feels low. While her family was initially apprehensive of her career choice, they gradually started supporting her will and determination to make it big. Her sister and friends also play a huge part in her journey.

Thanam shares the changes she made in her dietary and beauty habits as she went ahead in her career. She believes that no matter what you eat; you need to eat the right quantity. “I feel hungry throughout the day, so I make sure I keep eating small quantities of healthy food. I try to stick to homemade food,” she opines. **F**



{ Vital stats: 32-25-36  
Height: 5'8"  
Eye colour: Brown }

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