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# EDITOR'S LETTER



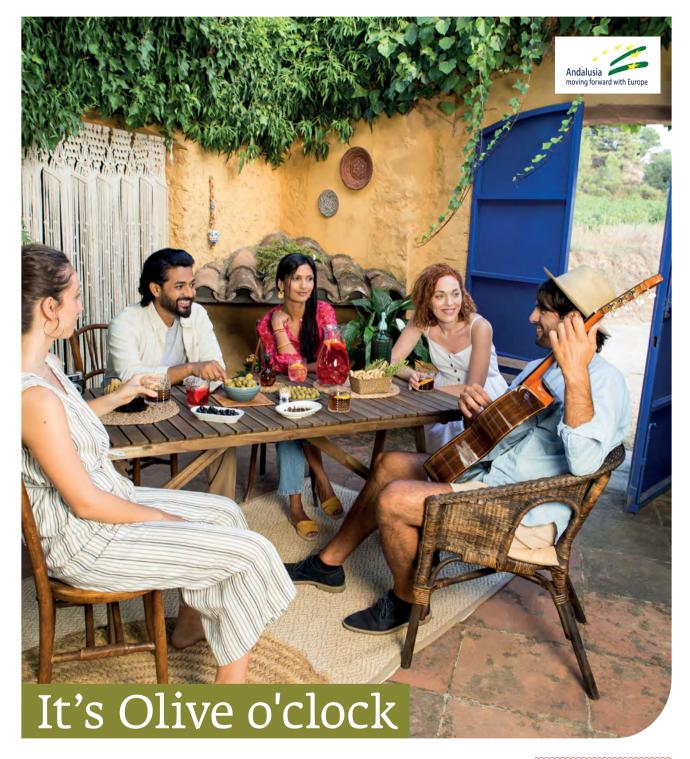
ovember is a very special month for us, as we celebrate 61 years of being India's most-read women's magazine. Femina has been iconic in every way all through those years, as a woman's best friend and an inspiration to her to be UNSTOPPABLE. Our mission has been to feature achievers whose stories of success have been inspirational for millions out there. Whether it is conquering the corporate world, or selflessly giving back to society, the Femina woman is a story of hope and aspiration. The past 61 years have been an amazing journey of creating a platform for everyone to reach out to, as we've extended our hand for them to hold.

In this anniversary special, we celebrate New Beginnings in the postpandemic world, and have featured women who have been path breakers in their fields by crossing the toughest barriers to reach where they are. We honour these women for their grit, glory, and their unrelenting passion to achieve the impossible. These women have conquered the male-dominated bastions by simply believing in themselves. In our Big Story, we profile 19 power women from different genres like the corporate world, entertainment, entrepreneurship, beauty, and fashion. Leading the pack is the gorgeous Priyanka Chopra Jonas, who has outshone herself much more off screen than she did on screen. She has done India proud and shown the world what global acclaim means, and how an Indian superstar can make it equally big in the hallowed precincts of Hollywood. A global icon for India now, PeeCee, as we all call her, has given hope to the dreams of every small-town girl who wants to make it big. The others who make it to this list are icons like Nita Ambani, Kiran Mazumdar-Shaw, Swati Piramal, Falguni Nayar, and Vandana Luthra., along with the new generation of Roshni Nadar Malhotra and Nisaba Godrej.

In our other sections, read what our renowned experts have to say about going forward in this 'new normal' in the realms of fashion, food, wellness, and beauty. As we slowly crawl back to life, let's be positive in everything we do and make the best of what it is. This, too, shall pass! May this festival of lights wipe out the darkness that the planet was plunged into with this pandemic, and may all the negativity be cleared out.

IN THIS
ANNIVERSARY
SPECIAL, WE
SPECIAL, WE
CELEBRATE NEW
BEGINNINGS
IN THE POSTPANDEMIC
WORLD, AND
HAVE FEATURED
WOMEN WHO
HAVE BEEN PATH
BREAKERS IN
THEIR FIELDS





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END OF SEASON









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- Mary Angelou

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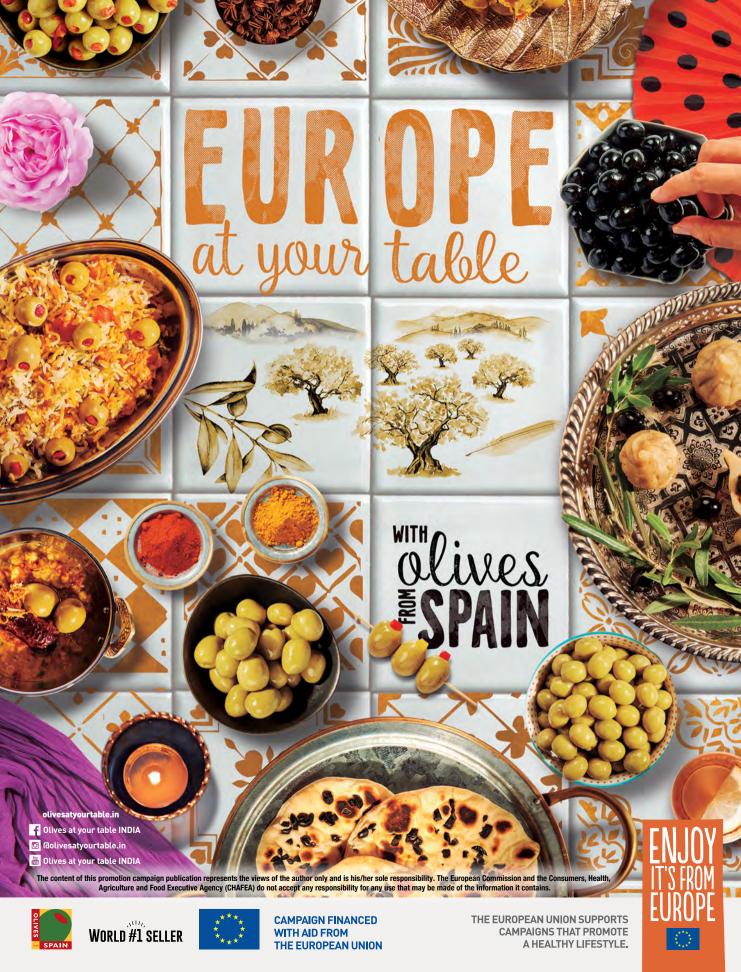
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We asked our followers on Twitter about things opening up again, and how they are embracing new beginnings



#### **Gurpreet Kaur @** Gurpree47672765

Being extra careful with regards to hygiene and taking extra care about our own self physically and mentally both!! Changes are difficult but this new way actually has a positive impact on our lifestyle.



## Rohan Bash @Wordka\_shots

Personal hygiene and health had definitely been given more importance than usual. Secondly, remote work opportunities have helped people embrace a good worklife balance.

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# femina.in WE HEAR YOU!

Write to us at femina@wwm.co.in

You have outdone vourself this time, Feminal What a wonderful issue! I'm so glad to see this line-up of 50 fabulous and strong women as the main focal point of this issue. What makes it even better is the diverse nature of this list. It is great to read about these women from so many different walks of life who have

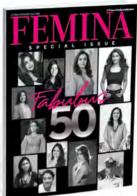
made a mark in their fields. Femina has always done such a great job of empowering women. Reading about these inspirational women of India really motivated me. We women are truly unstoppable!

Nidhi Mehra, Bengaluru

I absolutely loved the cover story on Femina's 50 Fabulous Women. It made me aware about so many inspiring women like Zia Mody, Roshni Nadar Malhotra, Bharti Kher, and Anchal Gangwal, whom I hadn't known of before. In this time of the pandemic, Femina is doing a wonderful job in uplifting readers' spirits. The Wonder Weaves feature was another story that caught my eye for its beautiful photographs of gorgeous ethnic clothes. The article about sustainable brands was so informative! Glad to see so many brands taking a step towards conscious fashion and lifestyle.

# Khushi Singh, Indore

Femina never fails to generate great and meaningful content! I thoroughly enjoyed reading this issue about 50 women who inspire us to be inspirational ourselves! Such a good concept. Really enjoyed the glam edit feature too; it is very well explained in great detail. With the festivities



coming up, I will surely try and recreate one of the looks. Looking forward to more such issues! Keep up the good work, Team Femina!

> **Shreya** Manchandani. Mumbai

I am so impressed with the quality of content

coming from Femina. Everything from the cover story about 50 inspirational women, to the content generated on fashion, beauty and lifestyle: each section is great and intriguing on its own. Loved the gluten-free recipes this time; my husband and I are on a gluten-free diet, so I'm always on the lookout for new recipes that are tasty and healthy, and I will surely try these out. Enjoyed reading the story about diamonds too, quite insightful for the upcoming festive season. This issue has given me some very interesting yet helpful material to binge read this month.

# Simran Arora. Delhi

The cover story is so amazing! Reading about women like Sudha Murty, Nita Ambani, and Sania Mirza in the Femina Fab 50 segment has inspired me. I also really liked the Upcycle In Style article. I love doing DIYs whenever I get the time, and what better time to experiment than in quarantine? It all looks like so much fun. I am excited to try out the tie-dye in particular; didn't know there were so many patterns I could form with various techniques. Such a great mix of topics and stories! Femina never fails to impress!

Rhea Sarwate, Chennai

# POWER LIST 2020

# "Every time a woman stands up for herself, she stands up for every woman."

- Mary Angelou

Every woman is *shakti* personified. A source of strength, which, like the proverbial river, flows from within her soul. Her resilience is unsurpassable, and her acumen for getting past setbacks as powerful as a thousand suns. She might be born 'wearing the pants', yet her grace, combined with her inborn humility and her need to turn all to gold, makes her cloak her power with innate beauty and a gentle demeanour that is often considered a sign of fragility. But fragile is the one thing she is not.

Every woman can invoke her inner *shakti* and stand steadfast on her track. *Femina*, the voice of power women, profiles 19 women who have conquered the track called life. Women who are 100 per cent at the helm of their career trajectory, be they politicians, business women, tech tycoons, artists, philanthropists or scions of a legacy into which they have infused their own energy, who are an aspiration for many to follow. Many might have been born to a comfortable head start, but what they have added to that privilege, what they do with that comfort zone, is what makes them so special. As we salute 19 icons of woman power and present a small peep into their meteoric rise, let's raise a toast to each and every Indian woman. Ordinary people with extraordinary grit, on track to achieve that much-coveted perfection, that enigma called success, and that heady feeling of being the *sutradhar* of their own success story.

# AN Unfinished STORY

Proud of her *desi* beginnings, PRIYANKA CHOPRA JONAS now belongs to the world. The best is yet to come, writes Ruchika Mehta
Photographs: Rohan Shrestha



am a product of traditional India and its ancient wisdom, and modern India and its urban bustle. My upbringing was always an amalgamation of the two Indias, and, just as much, of East and West," says Priyanka Chopra Jonas.

From Bareilly to Beverly Hills via Bombay is a climb of daunting proportions. A veritable Mount Everest of a climb for a young, single, honest and honestly-talented girl. Almost a flight of fantasy that even the most hedonistic dreamers could shrug off as a wild card, impossible to achieve in real life.

Yet this *desi* girl, oomph queen, Miss World, global Indian and real actor took this unreal journey to its utmost heights, paving the way for many well-brought-up, middle-class girls to dream big, to imagine the unimaginable, to take a leap of faith.

Priyanka Chopra Jonas has done India proud. She has shown the world what global acclaim means, and how an Indian superstar can make it equally big in the world of Hollywood. How trans-continental lives and global careers can be achieved, and how Indian Americans can be as spectacular on the red carpet at the Met Gala as American Americans. In fact, perhaps more stunning, given the lusciousness of their brown skin, the utmost grace of their Aryan features, and the depth of culture that comes from living in a country that has thrived since the time of Mohenjo-daro. >







# YOU COULD EASILY MISTAKE HER FOR THAT GORGEOUS-LOOKING GIRL NEXT DOOR, SO SIMPLE IS HER DEMEANOUR.





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# EVERYTHING CHANGED FOREVER ONCE SHE GOT BACK TO INDIA AND DID HER COUNTRY PROUD BY WINNING THE MISS WORLD CROWN. AFTER THAT HAS UNFURLED A LIFE LIVED UNDER THE ARC LIGHTS FOREVER.

Priyanka also speaks of being sent away to boarding school at an early age, and living in the US through her formative teenage years in the Midwest (Cedar Rapids and Indianapolis), Queens, and suburban Boston, where she endured bouts of racism.

All of which changed forever once she got back to India and did her country proud by winning the Miss World crown. After that has unfurled a life lived under the arc lights forever, first on the couture ramp, then in films. A <u>career</u> that saw her metamorphose into the glam diva who was as comfortable acting the *desi* girl with John Abraham as she was playing the jilted wife in *Bajirao Mastani*, or the mentally-challenged girl much in love with Ranbir Kapoor in *Barfi*.

It was *Quantico* that led to the quantum leap into the global arena. Priyanka sizzled on the red carpet at Cannes, at the Met Gala, at the Oscars. And, next you knew it, a romance ensued with the singer superstar Nick Jonas. PeeCee and Jonas have ever since kept the paparazzi busy, right from their dream wedding in Jodhpur to their camaraderie at home, and on idyllic holidays spent in the lap of luxury. The book, warm, funny, sassy, inspiring, bold, and rebellious, simply reflects Priyanka herself. >

# PUTTING WOMEN'S SAFETY, DIGNITY, AND EMPOWERMENT ATTHE FOREFRONT

UTTAR PRADESH CHIEF MINISTER YOGI ADITYANATH LAUNCHED MISSION SHAKTI, A POWERFUL INITIATIVE FOR WOMEN AND GIRLS, ON OCTOBER 17, 2020



n the auspicious first day of Navratri, a festival that celebrates the Goddess Durga, the Uttar Pradesh government launched Mission Shakti, a programme dedicated to the safety, dignity, and empowerment of women and girls in the state. The massive awareness and sensitisation initiative was flagged off on the occasion of Sharadiya Navratra, October 17, 2020, and will continue for six months, until Basant Navratra.

# WHAT IS MISSION SHAKTI?

The Uttar Pradesh state government, under the directive of Chief Minister Yogi Adityanath, dedicated Navratri to women's safety, dignity, and empowerment. With the launch

of Mission Shakti, the aim is to reaffirm the state government's faith in and resolve towards women and women power.

The state government had organised various programmes starting from the first day of Navratri leading up to Ram Navmi, with the enthusiastic participation of over 20 departments like MSME, basic education, secondary education, higher education, etc., as well as other government and non-government agencies. The programmes ranged from the taking of safety pledges, sensitisation about women's law, public displays of stories of inspirational women, short films, street plays, and the like.

CM Yogi Adityanath, in an earlier meeting, had directed all state government departments to be prepared with action plans to execute Mission Shakti successfully.

## THE GRAND LAUNCH OF MISSION SHAKTI

While State Governor Anandiben Patel launched Mission Shakti in Lucknow, Chief Minister Shri Yogi Adityanath declared the commencement of the initiative from Balrampur, in honour of the victim of the recent unfortunate incident.

Stating that all 521 blocks, 59,000 gram panchayats, 651 urban local bodies, and 1,535 police stations of the 75 districts of Uttar Pradesh would organise various programmes to train women about empowerment and self-reliance, CM Yogi Adityanath directed all state government officials to give Mission Shakti top priority. He added that special events would be held on a monthly basis to make the masses aware of and sensitise them towards the security, safety, self-reliance, and empowerment of women and girls.



To further the cause of women, the Chief Minister said that the state departments involved in bringing Mission Shakti to fruition would work on a convergence model, according to the action plan in place. A committee formed of voluntary organisations, social and women's organisations, media, and enlightened citizens would choose 100 women as role models who have a significant body of work in the fields of women empowerment and women education, movements and drives opposing crimes against women and foeticide, and entrepreneurship.

Apart from this, gender sensitisation, interviews, training, events at Durga pandals, functions at police stations, and awareness at the rural level are part of the action plan to be executed during Mission Shakti. Speaking about help desks for and by women being set up at all police stations across the state, CM Yogi Adityanath said that the emphasis had to be on strong prosecution in the cases related to women, and that prosecuting officers would be punished if these cases were not presented strongly in the courts.

The Chief Minister also spoke of the appointment of women nodal officers in all UP districts for the execution and monitoring of Mission Shakti to be covered by all offices, banks, commercial and other establishments. These officers will also monitor POCSO cases, crimes against women, and Operation Shakti, which is the second phase of the six-month-long campaign. The CM further directed officials to integrate the police helpline 181 with UP112 to monitor calls related to women, and 1090 with UP 112 to look after the handling of women's complaints.



# ENSURING THE SUCCESS OF MISSION SHAKTI

CM YOGI ADITYANATH REAFFIRMED HIS GOVERNMENT'S RESOLVE TOWARDS WOMEN'S SAFETY, DIGNITY, AND EMPOWERMENT ON DAY TWO OF THE INITIATIVE.

On a video conference call with female gram pradhans of the state and public representatives, Uttar Pradesh Chief Minister Yogi Adityanath gave his assurance that the state government stands firmly with them to safeguard women's rights, and thanked them for their awareness and active participation in executing the government's developmental schemes and projects at the grassroots level.

The interaction was held on the second day of the launch of Mission Shakti, wherein the CM spoke at length about the various developmental schemes of the government. He maintained that public representatives were playing a vital role in implementing schemes and projects like the 'School Chalo Abhiyan' and the 'Swachch Bharat Mission', and making them successful. He further advised the women gram pradhans and other public representatives to remain ever vigilant towards the safety and dignity of women and girls.





During the interaction, he went on to denounce the very thought of gender discrimination, and asked the women public representatives and women gram pradhans to play a significant role in spreading awareness about the same. He said that social ills like foeticide, child marriage, and gender bias should be done away with, and that girls should be insulated from such practices. The Chief Minister spoke about how Operation Kayakalp brought in fruits of labour in the form of basic education infrastructure in schools in rural areas. He added that government primary schools now have basic facilities such as separate toilets for girls and boys, pure drinking water, and smart class rooms, like those in convent schools. He also said that enrollment in schools had increased by 50 lakhs during the last three years. and assured that remaining facilities would be made available in the next hundred days.

CM Yogi Adityanath also interacted virtually with a few women gram pradhans regarding the efforts they have put into implementing government developmental schemes in their villages.

 Mahzabeen, a gram pradhan of a village in Barabanki, was praised for her efforts towards safety and dignity of women and girls. Mahzabeen is also sensitising youth of the village by holding meetings, ensuring active participation of males so they realise they share equal responsibility for women's safety and dignity.

- Sudha Singh, a gram pradhan
  of a village in Balia holds
  regular self-defence training
  programmes for the girls in
  her village. Women's groups
  in her village are trained to
  make sanitary pads, and she
  also interacts with the women
  regarding personal health and
  hygiene.
- Gram pradhan Sanju Rani
  was praised for creating Self
  Help Groups (SHGs) to make
  women self-reliant. She has
  been instrumental in forming
  100 such SHGs of women so
  far, and these groups interact
  regularly with the women and
  girls of her village. Additionally,
  over 100 toilets have already

been constructed in her village and, soon, CCTV cameras will be installed in important public places.

The women and girls interacting with Chief Minister Yogi Adityanath were unanimous in thanking him and the Uttar Pradesh government for all the state initiatives towards the safety and dignity of women and girls. They pledged their full support to the success of Mission Shakti.

## Nine Major Decisions Of Yogi Government In Nine Days

- Women Help Desk at all 350 Tehsils of UP established to resolve revenue related complaints of women.
- Women Help Desk at all 1,535 police stations in UP established for women to interact freely about their problems. Women to be deputed at these help desks.
- Regional languages in 112 help line for call takers to interact with complainants in regional dialects.
- Appointment letters handed to 31,277 basic education teachers and 3,317 secondary education teachers. The percentage of women in both categories out-numbered men.
- Police force to have 20 per cent women.
- Pink Patrol: 100 scooties and 10 SUVs flagged off in the capital as Pink Patrol team with 250 women cops deputed.
- Pink Booth to be set up at sensitive and vantage locations to facilitate women in time of distress or otherwise.
- Transparent Secret Rooms to be established at all police stations and women cops to be deputed.
- Operation Shakti will follow Mission Shakti to take charge against perpetrators of crimes against women.
   In addition to this, commendable efforts were made to make

the women and girls of the ethnic Tharu tribe aware of their



rights and schemes under Mission Shakti. Several awareness programmes were held in the urban and rural areas under the aegis of the Tribal Development Department of Uttar Pradesh for these tribal girls and women. Students of Rajkiya Ashram Paddhati Balika Vidyalay and Eklavya Model School were made aware about prevention of child marriages, domestic violence act, 'Beti Bachao, Beti Padhao', POCSO Act, welfare schemes for the scheduled tribes, and schemes of all the departments of the state government which are associated with the rights, security, dignity and independence of women. Seminars were held in different development blocks, and as part of the mission, Kumari Nikita of Rajkiya Ashram Paddhati Inter College Kheri was made Inspector Incharge of Chandan chowki police station for a few hours. Awareness rallies were held by the village heads in the areas having large population of Tharus. The women were informed about the helpline numbers, and helpdesks which have been set up for their convenience. Many NGOs, too, organised awareness programmes on Mission Shakti for the Tharu women. In Barabanki, girl students of Rajkiya Balika Inter College were given tips on self-defence in an event organised by the Madhyamik Shiksha Vibhag. The children also participated in a poster competition on Mission Shakti theme and parents were urged to not discriminate between their sons and daughters. Besides this, in an event organised by Women Welfare Department and UNICEF action Aid Nai Pehel, the girls were given tips on taking preventive measures against COVID-19. In Bareilly, while focusing on safety at workplace for women employees, the representatives of UPSIDA and IIA organised awareness programmes at the industrial units at Parsakehra industrial area.

# DAUGHTERS OF UTTAR PRADESH

WOMEN HAVE PLAYED A CRUCIAL ROLE IN EVERY FIELD IN BUILDING THE NATION. THEY HAVE MADE BREAKTHROUGHS IN SEVERAL AREAS, AND BROKEN THE GLASS CEILING. UTTAR PRADESH HAS SEEN SOME SHINING EXAMPLES OF WOMEN LEADERS WHO HAVE MADE THE STATE AND THE COUNTRY PROUD.



# LAXMIBAI NEWARKAR, QUEEN OF JHANSI

Manakarnika, as Rani Laxmibai was named at birth, was not from a royal family, but, when she married Raja Gangadhar Newarkar of Jhansi, she rose to prominence and was known for her strong will, and belief in the motherland. She was one of the leading warriors of the 1857 Revolt against the British Raj.

# **UDA DEVI**

Born in a village in Awadh, Uttar Pradesh, Uda Devi was one of the prominent 'Dalit Veeranganas', who is known for killing as many as 32 British soldiers in battle before she died on the battlefield. It is said that, dressed as a male soldier, she climbed a tree with a pistol and ammunition, and shot British soldiers passing under the tree. Uda Devi's tale of bravery is one that continues to inspire many.



Source: Creative Common

# SPECIAL MENTION BEGUM HAZRAT MAHAL

Muhammadi Khanum, who was known as Begum Hazrat Mahal, was a symbol of resistance who led the revolt of 1857 from the front. The begum rose to power when she ruled the region of Oudh and openly revolted against the British. In spite of ruling the region for a very short period, Begum Hazrat Mahal is seen as a symbol of power and valour.



# PANKAJ BHADOURIA

Winner of the first season of MasterChef India. Pankaj Bhadouria is based out of Lucknow, where she runs the Pankai **Bhadouria Culinary** Academy. She says, "Mission Shakti is an extremely important initiative by the **UP** government for women's safety and empowerment and it will help women progress in all fields."



## VIDISHA BALIYAN

Born with a partial hearing impairment, Vidisha Baliyan's story is full of hope and courage. She was India's first Miss Deaf World. Baliyan is also an international-level tennis player; she bagged two silver medals at the national games, and secured the fifth position at the Deaflympics in Turkey in 2017. Baliyan has shown the world that disability is not an excuse to not follow one's dreams.

#### **SPECIAL MENTIONS**

## **MEENA SHAH**

A serious knee injury cut short Meena Shah's badminton career, but not before she managed to clinch the Senior National Badminton Championships for seven years in a row. She was conferred the Padma Shri and Arjuna Awards.

# **ZAINAB KHAN**

A former child labourer, Zainab Khan was the first girl in her village to finish school. She was determined to continue schooling in spite of the long commute between home and school every day. She went on to encourage other families in her village to send their daughters to school too, and ensured that they finished their education.



#### **CHANDRO TOMAR**

The shooting dadi whose life was made into a film - 'Saand Ki Aankh' took up shooting in her 60s. She has attained national fame as an accomplished shooter and won many national championships. Her success story proves that age is just a number.

TO ENCOURAGE MORE SUCH DAUGHTERS OF THE STATE, THE MISSION SHAKTI INITIATIVE BY THE UTTAR PRADESH STATE GOVERNMENT WILL ENSURE THAT WOMEN ARE FURTHER EMPOWERED TO REACH NEW HEIGHTS OF SUCCESS.



# A STORY OF PROGRESS

MISSION SHAKTI IS THE LATEST OF A SERIES OF INITIATIVES AND PROGRAMMES THAT THE UP STATE GOVERNMENT HAS UNDERTAKEN, UNDER THE LEADERSHIP OF CHIEF MINISTER YOGI ADITYANATH. HERE'S LOOKING AT SOME OF THEM!



Yogi Adityanath was announced as the 22nd chief minister of Uttar Pradesh in 2017. He was a Member of Parliament for over two decades, with an outstanding parliamentary record on attendance, number of questions asked, number of debates participated in, and number of private member bills presented. A dynamic and popular leader, he also managed nearly four dozen educational, health and spiritual institutions of the Gorakhnath Math.

The CM spent the initial months of 2017 in improving the state's governance through his strong leadership and vision. In an article with a national daily, Yogi Adityanath said, "Our biggest challenge was to revive the faith in law and order amid the prevailing anarchy and goonda raj.

Our motto, "Paritranaay Sadhunaam, Vinashaya Cha Dushkritam", was acted on so that the public can breathe easy along with investors, which would help usher another industrial revolution in the state, eventually propelling UP to be a \$1 trillion economy. The first step was to bring the law-and-order situation under control, tighten the noose around illegal mining, land mafia and shut down the unauthorised slaughterhouses polluting our rivers."

The UP government has given employment to 51 lakh workers under MGNREGA and the rural job guarantee scheme. After the UP Investors Summit 2018, investment proposals worth Rs 4.68 lakh crore have been received, out of which 371 projects have been implemented.





This generates more than 33 lakh direct and indirect employment opportunities, and works to decrease problems like unemployment and underdevelopment.

"The biggest challenge and priority for the state government was to bring smiles on the faces of farmers," he said in the article. His commitment to the farmers' wellbeing ensures that the necessary steps are being taken towards solving problems. A system has been put in place to resolve the problems related to payments that were lingering since 2010-'11.

Uttar Pradesh is one of the leading states in the production of sugarcane and sugar in our country.



According to the same article, a record payment for sugarcane worth more than Rs 1,12,000 crore was made to the farmers, and new units were added, leading to the expansion of capacity of the Munderwa, Pipraich and Ramala sugar mills. Licences for 105 new Khandsari units were approved for the first time in 25 years, which led to an increase of 27,850 T.C.D. crushing capacity. Two-thirds of the state's population has agriculture-based income. Working on the target set by the Prime Minister to double the income of the farmer by the year 2022, several schemes have been implemented by the state government. Soil health cards were provided to many









# FEMINA SPECIAL







farmers by the state government, and subsidies were provided through a custom hiring centre for the purchase of agricultural machinery. This amount was transferred directly to the farmers' bank accounts, which helped a

lot of agriculturists, and built a level of personal trust among everyone in the state. There has been a basis for all these decisions and that is a firm belief in 'Sabka Saath, Sabka Vikaas, Sabka Vishwas'.

The Uttar Pradesh government, under CM Yogi Adityanath, has also instituted programmes for the improvement of the educational sector, along with medical care and healthcare. Operation Kayakalp, one of the many initiatives, has ensured basic facilities like the provision of boundary walls, toilets, drinking water, and electrification in more than 92,000 primary schools. UP will soon have 28 medical colleges; this will help nurture new medical prodigies for the future. The government is committed to the welfare of all, with the allocation of a budget of over Rs 5 lakh crore for the inclusive development of Uttar Pradesh. This includes the establishment of schemes for youth like the Chief Minister's Apprenticeship Promotion Scheme and the Youth Entrepreneurship Development Campaign (YUVA), which will prove to become pillars towards implementing self-employment and self-reliance.

During the pandemic, the UP government supported lakhs of families by setting up 3.7 lakh self-help groups across the state. This has helped women become self-reliant. It launched the State Rural Livelihood Mission to connect women in rural areas to self-employment.



These women produce masks, PPE kits and sanitisers, as well as run community kitchens. Lakhs of migrant labourers have also been helped with employment during these trying times by the state government.

The special awareness campaign Mission Shakti was launched on October 17, 2020, to coincide with the beginning of Navratri. It is a six-month drive to ensure the safety and security of women and children. "In the first phase of the Mission Shakti programme, we are going to spread awareness on women's safety," Chief Minister Yogi Adityanath said to a group of women gram pradhans. "In the second phase, legal action will be taken, and, in the third phase, we will launch massive action against two kinds of people — those who are a threat to the security of women and those who are promoting wide-scale corruption in schemes meant for the welfare of women." At this virtual meeting, the CM reiterated his commitment to making Uttar Pradesh a powerful and progressive state, in which women are empowered and, in turn, mentor other women to greater heights, in keeping with a long line of women through history.

# DEDICATED INFOTAINMENT ZONE FILM CITY TO BE SET UP IN GAUTAM BUDDHA NAGAR

CM Yogi Adityanath also announced an ambitious plan to set up a Dedicated Infotainment Zone (Film City) in Gautam Buddha Nagar. Soon after the announcement, the UP government took concrete steps for setting up the Film City in 1,000 acres of land, identified in a couple of days by Yamuna Expressway Industrial Development Authority

(YEIDA). The Infotainment Zone will be set up with world class civil, public, and technological facilities. Several film personalities praised the prompt action of the state government and said it had been a 'right step at the right time'. Speaking about this project, the CM said that the proposed site is just an hour away from New Delhi and very close to the proposed International Airport at Jewar, which is going to be the biggest greenfield airport of Asia. Also being close to Agra, the city of Taj, Mathura, the birthplace of Krishna, and near the proposed logistic hub in Noida, the proposed dry port and freight corridor, means ease of transport and movement. The Chief Minister said that the government was well aware of the trend of OTT and Media Streaming Platforms, hence, efforts will be made to make the UP Film City the best Dedicated Infotainment Zone in the country with state-of-the-art infrastructure and facilities for pre-production and post-production. He added that the state, being rich in cultural diversity, having several scenic locations, and equipped with manpower, made for an ideal case for setting up the Film City.

The Film City itself, is proposed to be a studio complex providing all facilities required for film making and post-production, comprising several studios, sets, backlogs, a wide range of production and post-production, and other film industry services/facilities that can accommodate several film and television productions simultaneously. The Film City will also serve as a popular tourist spot and recreation centre featuring many natural and artificial attractions including gardens, landscapes, amusement parks, statues, miniatures, streets, hotels, restaurants and shopping destinations.



# A CANDIDATE FOR THE

# PEOPLE

US Vice Presidential candidate **KAMALA HARRIS** has become a beacon of representation for women, writes **Ainee Nizami** 

xcuse me, Mr Vice
President, I am speaking,"
will go down in modern
history as a symbol of
California senator Kamala
Harris's assertiveness and
demand to be heard. While
the world tuned into the

Vice Presidential debate, a million women felt seen, and heard, when Harris took the stage. This feeling of relatability is perhaps what has taken Harris from beyond being a mere political candidate to becoming a beacon of representation, bringing to the table a show of power, unabashed confidence, and empathy.

As we go to press, she steps into one of the world's most-watched elections. With her running mate, US Democratic presidential nominee Joe Biden, she carries a huge responsibility, and, whatever the final result of the elections, she promises to deliver too!

In the aftermath of George Floyd's death in police custody in May 2020, Harris participated in protests in Washington, DC. She also called

for economic and educational investment in communities of colour, to create safer, healthier communities. Harris promises America an end to no-knock warrants, chokeholds, and the carotid hold by the police. She also aims to create a national excessive force standard and a database to track cops who use excessive force and break the rules.

Harris has also backed Biden's health plan, which would provide a public option for Americans seeking health care and aim to lower costs. She has defended reproductive rights and the right to abortion.

Harris's promise of a better America doesn't appeal only to voters; her presence has also pulled in major funds. When Biden started his 2020 campaign, his funds were over \$180 million less than Donald Trump's reelection campaign. In a matter of months, Biden managed to eliminate that gap. Experts believe that Biden's record-level fundraising success in August came at the same time that he picked Harris as his running mate.



#### "MY MOTHER HAD A SAYING: KAMALA, YOU MAY BE THE FIRST TO DO MANY THINGS, BUT MAKE SURE YOU'RE NOT THE LAST."

Back in January 2019, when Harris had announced her candidacy for president, in the first 24 hours, she tied a record (set by Bernie Sanders in 2016) for the most donations raised in the day following an announcement. As per police estimates, more than 20,000 people attended her formal campaign launch

event in her hometown of Oakland, California. However, in December, she withdrew from the 2020 Democratic nomination, and joined Biden as a vice-presidential candidate, in March.

#### **HUMBLE BEGINNINGS**

Born in Oakland, California, to an Indian mother and a Jamaican father, <u>Harris</u> had a childhood that would resonate with the Indian diaspora. Talking to a publication about her growing-up years, she shared, "Growing up, my mother would take my sister Maya and me back to what was then called Madras, because she wanted us to understand where she had come from and where we had ancestry. And, of course, she always wanted to instil in us a love of good *idli*."

Armed with degrees in political science and economics, and law, Harris began her career as the deputy district attorney in Alameda County. She has worked for San Francisco's City Attorney Louise Renne as the chief of the Community and Neighborhood Division. She is also the author of a memoir, *The Truths We Hold: An American Journey*, and a children's book, *Superheroes Are Everywhere*.

For Harris, "the feeling of reaching for opportunity and finding it" comes from two people; one is her late mother, Shyamala Gopalan Harris, and the second is Martin Luther King, Jr. "I was raised that, when you see a problem, you don't complain about it, you go and do something about it," she shared in an interview. Her campaign colours—yellow, red, and blue—stand as homage to Shirley Chisholm, the first Black woman to run for president from a major party.

"I'm not trying to restructure society," claims Harris, who also holds the record for being the most-searched candidate in 30 of California's 58 counties. "I'm trying to take care of the issues that wake people up in the middle of the night."

A series of firsts peppers Harris's journey. As the attorney general of California (2011 to 2017), Harris became the first woman, first African American, and first Asian American to hold that position. "My mother had a saying: Kamala, you may be the first to do many things, but make sure you're not the last," the 56-year-old shared in an interview.

No worries about that; Kamala Harris will always be a leader, and she will have many followers. >

At ease both in boardrooms and orphanages, NITA AMBANI is a vision of poise, beauty and compassion, writes Anshu Khanna

**NITA AMBANI** IS TOTALLY AT EASE IN THE MANY **ROLES** SHE PLAYS. Nita Ambani is effortle

he is totally at ease in the many roles she plays, be it within her mandir where her beloved Lord Shrinathii resides, or on the cricket field, cheering her team, The Mumbai Indians, on to yet another lap of victory. Or even sitting amid rows of lesser-fortunate children who have benefitted from the social

movements led by this philanthropist. Nita Ambani, wife of tycoon Mukesh Ambani, remains first a mother at heart, egging her three kids on to success, along with the million kids who have also realised

their dreams through the solid education the Ambanis have made possible for them.

Legend has it that this young lady was spotted by her to-be mother-in-law Kokilaben as she performed Bharatanatyam. She was chosen, married and an Ambani soon enough. Ever since, she has stood rock solid with the family, be it through the challenging phase of her father-in-law's illness, the ups and downs most industrial homes experience, as well as the very fulfilling times when Reliance, under her husband, scaled corporate heights never seen before.

One of the most influential women business leaders in Asia, she became the first Indian woman to be selected as a member of the International Olympic Committee (IOC). She has made sports a part of her educational endeavours, and received the Rashtriya Khel Protsahan Award.

A need to give back led her to found the Reliance Foundation,

under which she also brought alive the Dhirubhai Ambani International School. Today, Reliance has made great strides in areas as diverse as health, nutrition, education, arts, culture, heritage, and sports for development. She has also been instrumental in making HN Reliance Foundation Hospital one of the best in the country.

A woman of great taste, her home, Antilla, exudes her refined design sensibility, and she patronises the finest labels in couture and fashion. >



# MOVING — UPWARDS AND ONWARDS

INDRA NOOYI has taken on every challenge and tasted every success, avers Anshu Khanna

f 'breaking the glass ceiling' is a phrase for unconventional success, then Indra Nooyi fits it to a T. The former Chairman and CEO, PepsiCo, is one of the few, fewer, fewest Indian woman to reach such a height of global corporate acclaim, and head a multinational that has its presence in every corner of the universe.

A self-declared nerd, Nooyi, born into the conservative hemisphere of Madras, now Chennai, set foot on American shores to study at Yale. A scholarship student who was brought up on the staple of academic success, she excelled in academics, joining the world of management only to become a global headline when she helmed PepsiCo. During her 12 years running PepsiCo, she increased the company's top-line revenues while expanding its offerings to include healthier foods. At the same time, she fended off activist investors calling for higher short-term profits. She added Quaker Oats to the shelf of PepsiCo, pre-empting the move towards healthier drinking and snacking, and got the fizz and soda company to bring more healthier practices into its product line. Her tenure was not without controversy, though. Health advocates pushed the company to reduce the amounts of salt, sugar and fat in

# WHEN MORE WOMEN BREAK THE GLASS CEILING, THERE WILL BE MORE INDRA NOOYIS.

its products. PepsiCo was accused of deceptive marketing practices, but she prevailed.

One of the few to join the US Presidential Council, Nooyi enjoyed her many interactions with US President Trump and often commented about how he was all ears to progress and met her with a drink of Pepsi on his table.

Though the White House reportedly considered her to be World Bank president, she did not wind up with the job. Instead, she will be teaching at West Point, and recently joined the board of Amazon. Mother to two daughters, Nooyi worries that so many women drop off the career ladder to bring up the family, and take longer to reach higher positions of power. She hopes that will change one day soon. When that happens, the world will see many more Indra Nooyis. The original Nooyi, meanwhile, has consistently ranked among the world's 100 most powerful women. >

## PIONEER

FOR THE

## **PEOPLE**

For **KIRAN MAZUMDAR-SHAW**, a disease-free world is not just a dream but a shot in the arm that keeps her going from strength to strength,

writes **Anshu Khanna** 

he is ranked among the

world's most influential people in biopharma and the world's most powerful women; the only Indian among the world's selfmade women billionaires —the accolades are too. many to be counted. Kiran Mazumdar-Shaw is a pioneer of the biotechnology industry in India, and the founder of the country's leading biotechnology enterprise, Biocon. Yet, when you meet her, what shines through is a persona in the quest of constant knowledge and the need to add more and more treatments that will take the universe toward a Utopian. disease-free existence.

The first Indian business woman to reach USD 1 billion net worth, Mazumdar-Shaw is a first-generation entrepreneur, who has made her country proud with a globally-recognised biopharmaceutical enterprise that is committed to innovation and affordability in delivering world-class therapeutics to patients globally. A trusted voice in the pharma business, she has stood rock solid in times of health crises like the current pandemic during which she has appeared on many television channels, a calm voice of hope and sanity.

Though known for her sharp business acumen, she also gives equal weightage to CSR that is health driven; she has established the 1,400-bed Mazumdar-Shaw Medical



#### KNOWN FOR HER SHARP BUSINESS ACUMEN, SHE ALSO GIVES EQUAL WEIGHTAGE TO CSR THAT IS HEALTH DRIVEN.

Center in Bangalore to deliver affordable world-class cancer care services to patients irrespective of socio-economic status. She has also set up the Mazumdar-Shaw Center for Translational Research, a non-profit research institute dedicated to developing scientific breakthroughs for treating a wide range of human diseases. >

# THE TIGRESS TECHNOLOGY

**ROSHNI NADAR MALHOTRA** of HCL sure is a bolt of light, energy and enterprise, discovers **Anshu Khanna** 

f you see her in real life, you will marvel that all the eulogistic chants of the tech world are for this petite and pretty, but unassuming woman. Possibly the youngest chairperson of one of the largest tech companies of the world, HCL, Roshni Nadar Malhotra is the epitome of energy and enterprise.

Roshni Nadar Malhotra has earned her place in the company heirarchy Wife of Shikhar Malhotra, mother of two sons, Armaan and Jahaan, and the only child of the first-generation tycoon Shiv Nadar, she heads the 9.9 billion HCL Corporation, a firm she joined at the age of 27. She worked her way up the ladder, and, today, at 38, Nadar Malhotra has paid her dues. She is considered to be the richest Indian woman in 2020.

She's been an executive with the Noida, India-based company for 12 years, of which the last two were as Vice Chairperson. While in that post, she backed HCL's \$1.8 billion purchase from IBM of a portfolio of its products. The acquisition, which closed

last year, was the biggest by value in the company's 29-year history.

Technology, though, was not Nadar Malhotra's first love. After graduating with an undergraduate degree in radio, television and film from Northwestern University in 2003, she

worked as a TV news producer at Sky News in the UK. Three years later, she went back to the US for an MBA at her alma mater, where she specialised in social enterprise.

Despite the company's size, Nadar Malhotra wants it to behave like a start-up, and insists that the feeling of being agile and hungry has to be a constant one.

Nadar Malhotra is also the Chairperson of HCL Technologies, a leading global technology organisation with a market capitalisation of \$29 billion, and the Chairperson of its CSR Board Committee. >



# BREAKING ALL TRADITIONAL BARRIES

She made headlines when she was appointed the International Monetary Fund's first female Chief Economist. **GITA GOPINATH** is among top global thinkers, joining ranks of women who became 'firsts', finds **Shraddha Kamdar** 

or someone who knew at a young age that a serious career requires singular focus, it was no mean feat to give up the idea of studying medicine or engineering, despite having the marks, to pursue economics honours.

But, then, for that, too, she had a reason. She wanted to pursue a career in the civil services. In fact, <u>Gita Gopinath</u>, Chief Economist with the International Monetary Fund (IMF), loved athletics as a child. She gave up sports to focus on academics. "Sports is a tricky affair," she told her father. "Unless you are number one in India, you are a nobody! But, if you come first or second in university, you could be somebody big." That focus paid off; the girl who used to score 45 per cent, started scoring 90!

Later, to pursue economics, she moved away from home in Mysuru (then Mysore) to study at the prestigious Lady Shri Ram College for Women (LSR) in Delhi. She might have struggled with the initial transition from science to economics—all her classmates had studied the subject at well-known colleges in the metros before—but that did not stop her from topping

Gita gave up sports to focus on studies all the three years of college. She also created a record of sorts in the final year when she topped Delhi University in the BA finals; it was the first time a student from LSR had bagged a gold medal over arch rival St Stephen's College and gone on to bag five gold medals.

It is no surprise, then, that she went on to become the John Zwaanstra Professor of International Studies and of Economics at Harvard University. Currently on leave from that position to serve in the IMF, she is also the co-editor of several journals, including the top-rated American Economic Review and the Handbook of International Economics. She holds many honorary positions, and is a recipient of the Pravasi Bharatiya Samman, the highest

honour that the government of India confers on those who live overseas, not to mention being the economic advisor to Kerala Chief Minister Pinarayi Vijayan. Her journey from a middle-class Indian girl with great dreams and supportive parents to where she is today shows her sheer grit and determination.

Whether she is swamped with work, dealing with the global economic crisis during the pandemic, or rolling out global economic forecasts, the world-class economist >



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# THE POSITION AT THE IMF ALLOWS GOPINATH TO PAY FORWARD WHAT SHE RECEIVED—

#### RECEIVED— INTELLECTUAL LEADERSHIP.

does not forget to call her mother in Mysuru every day to catch up with her.

#### BREEDING INTELLECTUAL LEADERSHIP

The announcement in 2018 that the India-born Harvard economist would succeed Maurice Obstfeld as the IMF's Chief Economist took the world by storm, since Gopinath is the first woman and the second Indian, after former RBI governor Raghuram Rajan, to hold the

position. At the time, IMF Chief Christian Lagarde said, "Gita is one of the world's outstanding economists, with impeccable academic credentials, a proven track record of intellectual leadership, and extensive international experience."

The position at the IMF allows Gopinath to pay forward what she received—intellectual leadership. According to her, mentorship from seniors forms an important tool in breaking the glass ceiling, especially at Ivy League universities in the US. She should know, since she is only the third woman and the second Indian, after famous economist Amartya Sen, to be tenured as a professor in Harvard's economics department, and that, too, at just 38 years of age. Three tenured women professors out of a total of 40 might not seem a great number, but Gopinath prefers to see the glass as half full, since the number is much better than what it used to be in the past. She believes that women could reap benefits from having senior women as mentors, but the task becomes that much more difficult when the pool is so small.

Gopinath herself tries to fill those shoes, especially as a teacher. Her ability to move between theory and data analysis proves her impressive skills as an educator, which has led her to work with some of the best doctoral students in the US. "She is really becoming a professional leader in terms of training economists," Professor John Campbell, the chairman of Harvard's economics department, has said of her. "She is the complete package."

#### TAKING CHALLENGES HEAD-ON

Part of the Bloomberg 50 who defined 2019 and named one of the Top Global Thinkers in 2019 by Foreign Policy, Gopinath had called on the IMF to deal with turbulence in global markets, when she wrote for the World Economic Forum in October 2014. "Rather than waiting for a crisis to erupt before intervening, the IMF should provide 'forward guidance' on how it will tackle potential disruptions in international financial markets," she wrote. At the time, it seemed her research challenged "conventional wisdom", but pushed forward collective thinking in a beneficial way.

Her methods might need open-mindedness from various fronts, but Gopinath is not one to sit by and watch. She is someone who stands up and takes charge.>





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# OF MANY FIRSTS

The corporate glass ceiling is invisible to **KIRTHIGA REDDY**; all she sees is opportunities, writes **Ainee Nizami** 

f you're looking for powerful women in businesses, you need to bookmark the name Kirthiga Reddy. The former managing director of Facebook India, Reddy was hand-picked to head the country operations and has been one of the leading forces behind the company's meteoric growth.

Currently a venture partner for SoftBank (she's the first female investing partner), Reddy holds a degree in computer science and engineering, an MBA from Stanford University, and an MS in computer engineering from Syracuse University. Her corporate chart includes blue-chip companies like Silicon Graphics, where she was the youngest director of engineering, and Motorola. "I strongly believe that the first step and the most important tool towards women's empowerment is education," Reddy said in an interview. "The right education will ensure that women are more competent and confident in taking up bigger challenges and raising the bar in any field."

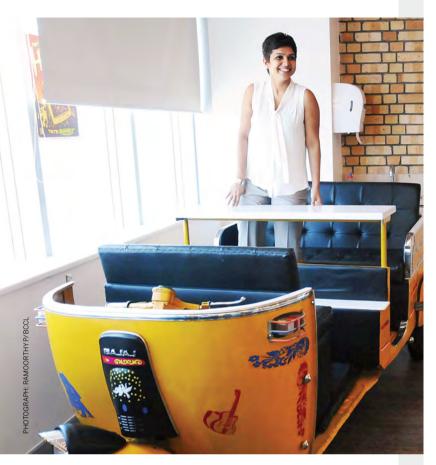
In July 2010, when Reddy joined Facebook, it was truly a start-up from scratch—she opened the office shutters on day one. Under her leadership, Facebook not only became a social media space that pretty much every Indian knows about, but the country branch also made a significant contribution to the company's global business through ad sales with major >











#### "THERE IS A GREAT AFRICAN PROVERB: IF YOU WANT TO GO QUICKLY, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER."

tie-ups like with Coca-Cola India and Yepme. "Don't be afraid to take risks," Reddy is quoted to have said. "In risks will come your biggest opportunities. Be realistic and be prepared for any outcome while giving your best at whatever you do."

Born in Nagpur, Reddy spent her formative years in various cities and small towns, thanks to her father's transferable government job. "My parents believed that, if there was a school in the neighbourhood, that's where I would go. That made me learn to make the most of any situation," she shared. This same approach is perhaps what helped her when she had to learn to juggle between her responsibilities

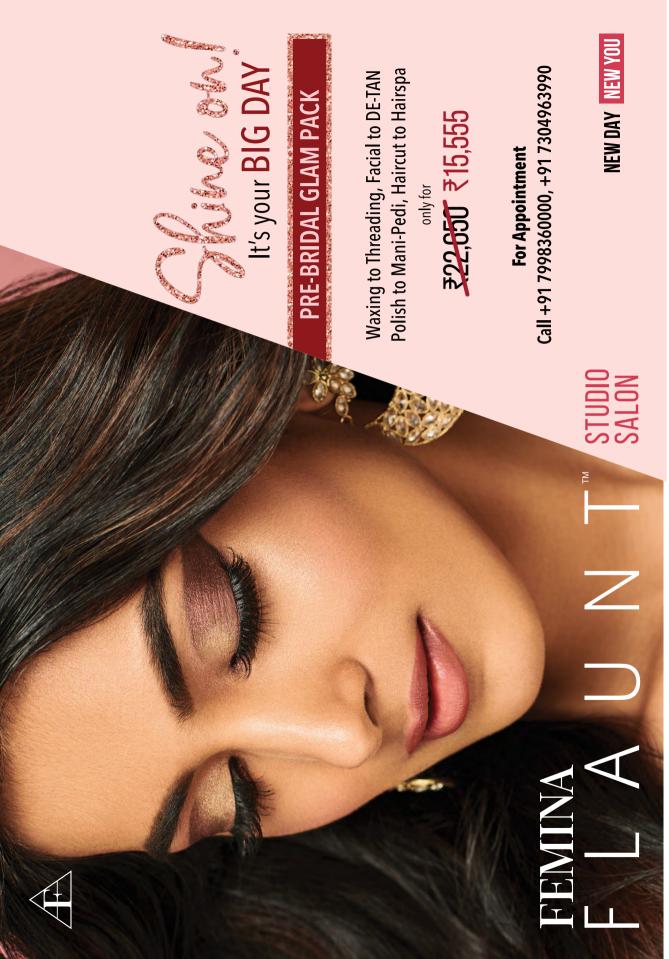
as a mother and a job that required frequent travel. "I decided I could do both," she has said. "While a lot of travel was delegated, for the must-travel times, I travelled with my daughter, and I found local daycare wherever I went. When you decide something is important, it is amazing how nature conspires to make things happen for you. The message here is to create your own choices. To not accept the tyranny of the 'or' but embrace the power of the 'and'."

Reddy has been counted among India's 25 most influential women and featured in the lists of the country's most powerful women. Talking about her mantra for success, in an article she wrote, "There is a great African proverb: If you want to go quickly, go alone. If you want to go far, go together. This has been a guiding principle in my life and my work as a partner at SoftBank," adding, "In the journey of life, you will have people walking in front of you, beside you, and behind you. From those in front, seek inspiration. From those beside you, seek companionship. For those behind, seek to be a path-maker and lend a helping hand. This is true no matter what stage of life or career one is at."

At the workplace, Reddy looks up to Sheryl Sandberg, COO, Facebook, as her mentor; at home, it's her mother. "My mom has not finished high school, because when she was in sixth or seventh grade, her parents said, 'You know enough math to do your laundry and grocery bills, you don't need to study further.' Then she has two girls-both with postgraduate degrees and successful careers. It is hugely inspiring to see what she has done," she revealed at an event. "In one generation, so much has changed. From my mom not finishing high school to me having postgraduate degrees and being the managing director of Facebook in India. It gives me a sense of how much of a better place I need to leave this for the next generation."

The 49-year-old made news earlier this year when she became the first woman to be added to WeWork's 10-person board of directors.

Talking about her vision, she has shared about an essay her older daughter wrote about someone who inspired her. "Ashna, then 10 years old, wrote about finding her inspiration from within. My wish is that we all find the inspiration within, dream big, create and step up to be path-makers.">



VELKAR RESIDENCY, LINKING ROAD, KHAR (W), MUMBAI 52.



# RIGHT IN THE HEADLINES

**Shilpa Dubey** charts the meteoric rise of **SMRITI IRANI** from a humble start to the hallways of Indian politics

t was 1998. Smriti Malhotra Irani posed on the Femina Miss India pageant stage for the cameras and the audience. She didn't make it to the top 10, but she never looked back either. Her journey upwards and onwards has taken her from the world of glamour and the TV industry to the highways of Indian politics.

Even back then, Irani was vocal about her interest in politics. "India, being a cauldron of culture and religions, is of great interest

to me... it goes without saying that I am very interested in politics," the now-50-year-old had said in a pageant video.

Politics might be a game best played on the power of perception and ideologies, but entertainment is all about knowing your audience. Irani holds two portfolios—Minister of Textiles, and Minister of Women and Child Development—but what really comes through is her ability to connect with the masses. That's what Irani brought in spades to the Bharatiya >



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#### THE BIG STORY

Janata Party (BJP), which she joined in 2003, while still playing the iconic role of Tulsi Virani in Ekta Kapoor's Kyunkii Saas Bhi Kabhi Bahu Thi. The serial ran for 1,833 episodes and made her India's favourite bahu. Before joining the cast of the show, Irani was a model and played small parts in Bollywood films, but Kyunki... changed her life, and literally everything about Indian television. She shot to fame overnight, and several new avenues opened up, including multiple generational leaps in TV shows; towards the end of the show Irani herself played the role of a matriarch in *Kyunkii*... while still in her mid-30s; the TRPs soared like kites a-soar. She took a break from the daily soap to produce her own show, but came back to the sets of Balaji Telefilms. The curtains fell on Kyunkii in November 2008. She did a comedy show Maniben.com for two years and a few appearances on TV, before stepping out from under the television spotlight.

While she was shooting for Kyunkii..., Irani contested the 14th Lok Sabha elections against Congress stalwart Kapil Sibal from the Chandni Chowk constituency, but lost. In the same year, she was made the vice-president of the Maharashtra Youth Wing. Fierce, blunt, and with the enthusiasm of a newbie in politics, the Member of Parliament was in the eye of the storm even before her political career took off, when she protested against the Godhra riots. Even after this politically-scarring incident, Irani campaigned tirelessly for the party in the 2009 general elections, and was made the all India president of the BJP's women's wing, BJP Mahila Morcha, for her efforts. Under her leadership, the wing successfully campaigned for the permanent commission for women in the Indian Army. The real game changer for Irani was her induction into the Rajya Sabha in 2011. She lost the 2014 general elections against Rahul Gandhi from Uttar Pradesh's Amethi constituency, but, when the BJP-powered NDA came into power, she was given the portfolio of the Ministry of Human Resource Development. As HRD Minister, she was again caught up in controversy—this time over her educational qualifications, but she continued to gain popularity among the masses. In 2019, she defeated Gandhi in his pocket borough in Uttar Pradesh. Today, her first-row seat in the Lok Sabha signals her ascent within the BJP hierarchy; no one had seen it coming for a girl-next-door from Delhi's



#### "THE ROLE OF TULSI VIRANI IN KYUNKII SAAS BHI KABHI BAHU THI CATAPULTED IRANI INTO THE LIMELIGHT"

Munirka, where she was known as Malhotra *ki beti* (Malhotra's daughter). As a teenager, she used to assist her father with his courier business. He wanted her to marry young, but she was fuelled by the desire to do something on her own, so she set up a small shop in Delhi's Janpath Market to sell safety pins and hair clips. One day, she took a train to Mumbai and started attending auditions. To make ends meet, she worked part-time at the Bandra McDonalds outlet. Today, the woman born to a Punjabi father and Assamese-Bengali mother, married to a Parsi, and mother to three children, has made it, and how!

#### FEMINA DIALOGUES PARTNER WITH ROCHE PHARMA TO RAISE AWARENESS ABOUT BREAST CANCER

UNDER THIS INITIATIVE, LEADING ONCOLOGISTS FROM ACROSS INDIA, AND A BREAST CANCER SURVIVOR COME TOGETHER TO SHED LIGHT ON THIS DEADLY DISEASE.



reast cancer is one of the most common cancers among women with the possibility of one out of 28 women in India developing breast cancer at some point in her life. The latest Globocan data estimated more than 1.6 lakh new breast cancer cases in our country in 2018. There has been an increasing incidence of breast cancer among younger women. However, several women do not understand the importance of routine screening for early detection that may help increase their chances of survival. Since October was Breast Cancer Awareness month, Femina and Roche Pharma joined hands to have a discussion and bring about some much-needed awareness about this deadly disease.

Leading the way, Roche Pharma partnered with Femina Dialogues - The Health Series for a public awareness initiative where leading cancer specialists from across India, and a breast cancer survivor shed light on this health issue that claims a life every 13 minutes globally. **THE PANEL INCLUDED:** 

- Dr. Meenu Walia, Director and Head of Department, Medical Oncology, Max Institute of Cancer Centre, Patparganj, New Delhi
- Dr. Jyoti Wadhwa, Director, Department of Medical Oncology, Medanta The Medicity, Gurgaon
- Dr. Anubha Bharthuar, Head of Department, Medical Oncology and Hematology, Patel Hospital, Jalandhar



- Dr. Mandar Nadkarni, Consultant Surgical Oncologist at Kokilaben Dhirubhai Ambani Hospital, Mumbai
- Devieka Bhojwani a breast cancer survivor and cancer awareness activist

The panel discussed topics like risk factors, importance of physical activity in





reducing chances of breast cancer as well as managing the disease during a pandemic such as COVID-19.

Breast cancer has been rising at a rate of 1.2% per year consistently for the last decade. The main reasons behind this as mentioned by the esteemed panelists is due to lifestyle changes as well as genetic causes. Lack of exercise, obesity, eating a lot of fatty food, a sedentary lifestyle, childbirth after the age of 30, prolonged hormone replacement therapy, and consumption of alcohol are some of the major factors that contribute to breast cancer.

The panel unanimously agreed that awareness is the key to solving this problem. Most of the factors mentioned above are modifiable. So if women become aware of these risk factors and they act upon it, they can themselves reduce the risk of getting breast cancer.

The panel then went on to talk about the importance of regular selfexamination to detect any changes in the breasts as well as the treatment procedures that follow if anything





unusual is found. Early detection and early treatment can save your life.

With this talk, Femina and Roche Pharma aim to replace ignorance with awareness, and myths with facts about this deadly disease. It's time we end the stigma around breast cancer and get the conversation going.

# LEADING FROM THE

# FRONT

**DR SWATI PIRAMAL** is a shining example of how determination, conviction and a desire to do good for society can lead to a success like no other.

By **Radhika Sathe Patwardhan** 

hen it comes to
healthcare and
business in India,
few have reached
the upper
echelons like
Dr Swati Piramal
has. The vice

chairperson of the Piramal Group, a global business conglomerate with diverse interests in pharma, financial services, real estate and glass packaging, is among those leading Indian scientists and industrialists whose contributions to innovation, new medicines and public health services have touched many lives. She spearheads many projects as the director of the Piramal Foundation, the philanthropic arm of the Piramal Group, to create innovative solutions and establish avenues that promote primary healthcare in rural India through the Health Management and Research Institute (HMRI), a mobile health service, and drives women's empowerment projects, and the transformation of India's education system across public schools to unlock the potential of the young leaders of tomorrow through the Piramal Gandhi Fellowship Programme.





#### "WITH THE POLIO INTERVENTION, WE PROVED THAT PREVENTION WAS LESS EXPENSIVE AND BETTER THAN A COSTLY CURE."

#### **EARLY BEGINNINGS**

"As a young, idealistic doctor, I wanted to help reduce the burden of disease," Dr Piramal recalls. In 1982, moved by the plight of the children of mill workers who had migrated to the Parel area in Mumbai, she started the Gopikrishna Piramal Memorial Hospital—an ambulatory health care centre. She was still in medical college, doing her MBBS from Mumbai University. "It was a

region then riddled with polio, a viral infection that paralysed the limbs of children, rendering them unable to walk. It was a little girl, just four years old and paralysed from the waist down, who moved me to tears and instilled a greater determination in me to do something about it," she explains. "I got together a bunch of medical students, and, using song and street plays, we conveyed ideas on how to prevent polio. The ambulatory care centre treated 25,000 children a year, and also made prostheses for children to be able to walk." Mother Teresa visited the centre and appreciated her work with the suffering children. "Within a decade, the region became a no-polio zone; there was no need for our prosthetics centre. We had proved that prevention was less expensive and better than a costly cure," she reveals.

That public health lesson was a game-changer for Dr Piramal. She went on to the Harvard School of Public Health to pursue a degree in public health. "The lessons our teachers taught us came in good use over the next few decades, as we deployed public health interventions by Piramal Healthcare and the Piramal Foundation for several diseases. Even during the COVID-19 pandemic, public health principles have proved to be of great use in helping fight the battle against this deadly novel virus," she notes.

The Piramal Foundation's sustainable development programmes, largely in partnership with the central and state governments, have impacted over 112 million lives till date.

#### **HEALTHCARE AT THE FORE**

"In everything that we do, including our CSR projects, we try to leverage digital technologies and artificial intelligence to deploy innovative solutions in the remotest areas of India, as that's where they are most needed and have maximum impact," Dr Piramal informs. In this way, they were able to reduce their cost per screening of women for breast cancer to a quarter by miniaturising the equipment and with remote read-outs. They have also used telemedicine to help deliver babies safely in remote tribal areas. She notes that the COVID-19 pandemic has created an unprecedented global health crisis accompanied by a leadership and financial crisis that is compounded by inequities in >



# "IF YOU KNOW YOUR FACTS, IT ISN'T EASY TO DISMISS WHAT YOU'RE SAYING... KNOWLEDGE HELPS OVERCOME GENDER BIAS TOO..."

access to healthcare. "It is time to get our bureaucratic health care system to respond to the crisis with both speed and science," Dr Piramal avers. "This will result in new drugs being available for treatment, faster and more sensitive testing, and affordable care in hospitals." The need of the hour, Dr Piramal feels, is for many hands with diverse specialisations including healthcare frontliners, economists, corporates, governments, public health specialists, and engineers to work together find new innovations and technologies.

#### **LOCKDOWN DIARIES**

Dr Piramal has worked from home through the lockdown "Pharmaceuticals being an essential service, all of our manufacturing facilities were operational globally, even during the lockdown in the early stages of the pandemic," she notes. "I had more time to spend with my grandchildren and also to catch up on reading; I took online classes in subjects such as history, literature, or philosophy that I wouldn't have been able to do otherwise."

#### **BREAKING HER OWN PATH**

Dr Piramal has served as the first woman president of ASSOCHAM, India's apex chamber of commerce, the first in its history of 90 years, as well as on the Scientific Advisory Council and the Council of Trade of the Prime Minister of India. She is also the dean's advisor at Harvard Business School and the Harvard School of Public Health. She serves on the boards of several healthcare and financial services, and manufacturing and service companies, as well as on the boards of Indian and international academic institutions such as IIT Bombay, the Harvard School of Public Health, and Harvard Business School. In May 2012, she was elected to the Harvard Board of Overseers, and served on the board until 2018. Additionally, she was the commencement speaker at the Harvard School of Public Health in 1992. In these capacities, Dr Piramal has championed the cause of women leadership. Did she face any hurdles in her own journey to the top? "Yes, there were hurdles, but I gathered the power of many hands joining together. For example, if I was to make a presentation to the prime minister or to the Reserve Bank of India, I painstakingly gathered relevant information from other women bankers or economists before I spoke. I would read at least a thousand pages on a subject before I spoke on a topic like nuclear energy or defence," she points out. "If you know your facts, it isn't easy to dismiss what you're saying. I have found that knowledge helps overcome gender bias too."

All Dr Piramal's determination and zeal work to ensure that those in need are benefitted by the many projects she and her foundation undertakes. Her reach to the masses is testament to her success. >





## THE BUSINESS

## **BEAUTY**

VANDANA LUTHRA has revolutionised the world of Indian beauty and wellness, writes Anshu Khanna



#### TODAY, SHE FOCUSES ON PHILANTHROPY, AND TRAINING LESS-FORTUNATE GIRLS FOR FREE.

with all her creative energy and passion, as well as the wealth of information she had gathered in Germany, training in a similar centre there. She focused on dietary modification and exercise regimen-based weight-management programmes, besides scientifically-derived intervention by worldclass weight-loss machines. Today, Luthra's chain of wellness centres operates from 326 locations in 153 cities across 13 countries in South Asia, South East Asia, the GCC Region and East Africa. With over 4,000 employees, including nutrition counsellors, medical professionals, physiotherapists, cosmetologists and beauty professionals, VLCC is a leader in the Indian beauty and wellness industry by market share. And she is the uncrowned queen of this realm.

A woman of foresight, Luthra realised very early on that the fast-growing beauty industry needed trained professionals and, hence, the VLCC institutes were born. Little wonder then that the government handpicked her as the Chairperson of the Beauty & Wellness Sector Skill Council (B&WSSC), an initiative that provides skills training under the Pradhan Mantri Kaushal Vikas Yojana scheme.

Under Luthra, the VLCC group has never lost sight of research, manufacturing and marketing 170 hair care, skin care and body care products, and functional and fortified foods used at VLCC Wellness Centres.

Living between the UAE, London, New Delhi and Singapore, Luthra today focuses on philanthropy, and training girls with physical challenges and monetary misfortunes for free. That is when she is not steering the myriad CSR campaigns with Khushii, India's most-acclaimed NGO, which she helms along with Kapil Dev. >

# ANOTJUST ANOTJUST ANOTJUST ANOTJUST ANOTJUST ANOTJUST ANOTJUST

Author and columnist **TWINKLE KHANNA**, whose start-up recently turned one, is busy whirring out words at her computer to weave into stories. She talks to **Shraddha Kamdar** about trying to pull a rabbit out of each of her hats

he's not afraid to speak her mind out loud. even if it sometimes leads to a foot-in-themouth situation. More importantly, she does not shy away from extending those very thoughts into written words, whether it be in her columns or her books. If you read any of her Mrs Funnybones columns, you will nod your head in agreement until you develop a pain in the neck laughing at how she puts her thoughts best—with a wry sense of humour sprinkled with a generous dose of sarcasm. It was only a natural progression then, for Twinkle Khanna to launch a digital platform, Tweak, a forum for women and by women. It looks at women's empowerment, culture, sustainability, parenting, clean beauty, wellness and fashion.

The platform has engaged in meaningful conversations with close to 2 million people and, to mark its first year, Tweak Books was launched to present an imprint with two books. Author, columnist, interior designer, and film producer Khanna talks of inspiration, her work process and what lies ahead. Over to the wordsmith.

### You don many hats—writer, mother, daughter, wife, and entrepreneur. Which do you enjoy the most?

Despite my many hats, I am always trying to pull a rabbit out of each. I do prefer sitting at my desk and writing, books more than columns though. It sometimes gets frustrating, where you feel like putting your head inside your dryer along with a pile of wet clothes as if the spin cycle might shake things up inside, but it's ultimately rewarding.

#### ON LIFE IN LOCKDOWN

#### How has the pandemic affected your creative process?

Initially, I had a burst of creative energy, which then dissipated into apathy. Now it's again become about scheduling. I have found that the best time to write is as soon as I wake up, grab a coffee, return to bed. I use a pillow as a desk, start writing, sipping on my magical caffeinated elixir, often in the dark, with a child asleep next to me, the gentle snoring a soundtrack to my whirling brain.

#### Can you share a few insights from your experiences with everyone at home 24/7?

I think, initially, before we adjusted to the >



#### THE BIG STORY

idea of being at home, things were definitely strained. But we seem to have found our balance now and things are on schedule. I spend time with my kids, cooking together, gardening, or just lying down with a book.

#### Did you use the time to teach your children a few life lessons?

I have always wanted my kids to be more involved at home, and this lockdown has given me the opportunity to work towards that. My son has turned into quite the chef, and has even taken to baking, which is great!

Have your children picked up the reading habit

"TWEAK WAS ALWAYS
MEANT TO BE A PLACE
WITH NO JUDGEMENT,
WHERE WOMEN COULD
EXPRESS THEIR IDEAS AND
OPINIONS."



#### from you? What are they currently enjoying?

Luckily, both my kids do enjoy reading, though I don't know if they got the habit from me or picked it up on their own. Right now, my son has started *The Prophet* (by Kahlil Gibran) and my daughter has still not finished *The War Next Door* by Phil Earle.

#### **ON TWEAK**

### What was the idea behind Tweak when you launched it? Which audiences were you hoping to cater to?

I was hoping to create a space where women could build a sense of community, share knowledge, ask questions, seek advice, and even just vent their frustrations. Tweak was always meant to be a place with no judgement, where women could express their ideas and opinions without fear or apprehension.

#### What is the story behind the name, Tweak?

Tweak refers to the small changes that people can make in their lives. After I started my column, I realised women were reaching out to me for advice, and the common thread that ran through it all was the desire or the need to make life easier. To me, it's not about making mammoth changes all at once; it's about the little 'tweaks' that can lead to an easier life and that's where the name came from.

#### Now that you have spent a year with Tweak, do you see your initial motives being fulfilled?

The fact that, even during a pandemic, as a start-up, not only have we survived, but done surprisingly well and hit all our milestones, including the launch of Tweak Books, is a testament to the work we have put in through the year. I think we have a long way to go, but have definitely done more than we had planned for our first year despite an obstacle of gigantic proportions.

#### How do you ensure you differentiate yourself from the hundreds of other content platforms?

For me, what sets Tweak apart is that, unlike a lot of other platforms, it doesn't focus on just one subject, but instead is an umbrella that covers a diverse range of relevant topics from work, parenting and culture to wellness, sustainability and entertainment. When we were launching, we noticed that most of the content online worked in extremes; either they talked about the uber luxurious, or went >



all the way to the other end of the spectrum dealing with shoestring budgets. Tweak, I believe, addresses both, the aspirational and the accessible, and tries to make the aspirational more accessible.

### Content creation is a dynamic process; how have you and your staff at Tweak kept up in the current unprecedented time?

It is a very collaborative platform, and our team is connected through various mediums, including video calls. In fact, we have found that remote working has probably increased our efficiency, planning, and scheduling. While the mechanisms of how we work might have shifted due to the pandemic, our work ethic remains the same, and we work together to find and create relevant and engaging content continually.

#### FAST FIVE



Your all-time favourite book: The Great Gatsby

#### 2

#### Your go-to book for inspiration:

I read short stories from online magazines, speculative fiction primarily, every night before bed.



Your favourite movie with you in it:

Oh Jesus! I don't think I have any.



A quote you often use:

It has too many expletives to put down here.



What you are currently reading:

I have just started reading Steinbeck's Of Mice And Men.

#### **ON WRITING**

What does your writing process entail? Do you shut yourself up in your space and write for hours on end or is it the opposite—a relaxed process in which you take much-needed breaks?

It depends on what bit I am working on. When I start a new book, it's more relaxed and it could be as little as an hour a day because I'm still finding my way. The work is inside the head, coming together when I am doing other things, walking my dog, cleaning my cupboard. Halfway through a manuscript, I write for five or six hours and, then, by the end, it's pretty much all I do. I am then writing for 10 hours a day, sometimes getting up in the middle of the night and heading back to my desk.

#### Where do you draw your inspiration from?

I am always watching people, listening to their stories, taking notes of idiosyncrasies and quirks. I read extensively and across genres, sometimes it's even a newspaper article that could spark something off.

#### How do you decide what to write about as a columnist?

Compared to being a novelist, being a columnist is like always being on a diet. Instead of a calorie restriction, here you have to manage within meagre word counts. Within those 850 words, I have to showcase an event or a problem, dissect it and also present it in an engaging manner. I usually make a few short notes about current events and then begin. I sometimes chuckle as I write, and, luckily, people find it funny or relatable too.

#### As a writer yourself, is there a book that you like so much you wish you had written it?

A long list and, each time I read a book, one more is added to that never-ending list.

#### When will we be seeing your next book?

I am writing, that's all I can say.

#### What's in the 'new' pipeline for Tweak?

We have had a plethora of firsts. The launch of our imprint with two books out this month—a book for children called *When I Grow Up I Want To Be*, and a cookbook, *What's in Your Dabba?* There have been summits and we even launched a line of merchandise, all in the midst of the pandemic. I would say we've managed to achieve all the milestones we had set for ourselves a year ago. >

"COMPARED TO BEING A NOVELIST, BEING A COLUMNIST IS LIKE ALWAYS BEING ON A DIET."



# STATE OF THE ART TV

THE LUXURIOUS AND HIGH-TECH VU MASTERPIECE TV IS IDYLLIC FOR ALL YOUR MODERN-DAY NEEDS.

he television is like a digital version of a book; it drenches us in knowledge as well as entertainment. With passing times, television has only proved to be more and more of a must-have asset in all modern homes. To fulfil these multifarious needs of the current generation, The Vu Group has given birth to the Vu Masterpiece TV, to suit all our modern needs. The Vu Group as a technology conglomerate is a representative of the fast-paced world, delivering top-notch products since 2006. As a brand, it has always been the embodiment of revolutionization in the premium television industry in India. The Vu Group's core brand values are embedded in the ideas of innovation, quality, sustainability, design, and luxury which is exactly

what their latest flagship television constitutes.

The Vu Group stands out as a brand because of its solid craftsmanship, which has been a hallmark of the group for over 10 years. The Vu Masterpiece TV follows suit with an unbeatable design, accentuated with a bezelless screen, along with an impeccable display and sound quality. With utmost emphasis on detail, the Masterpiece



TV is wrapped in a black and Armani Gold finish, the perfect blend of rose gold and champagne, all dipped in world-class luxury. The flagship television features diamond-cut accents on the sides and a metal alloy grill at the base making for an impactful and discreet soundbar. Do not think it's all beauty and no brains as it is engineered in the leading QLED technology with an enormous display of 85-inch.

In this day and age, where we are enveloped by everything digital, a standard television cannot suffice us in our leisurely hours. This smart TV has all the works— with the Android 9.0 Pie operating system which is compatible with all the revered streaming devices. So, now you can immerse yourself fully in your binge-watching sessions comfortably on Youtube,

Netflix, Amazon, Prime Video, etc. Moreover, with a 50-watt integrated soundbar with 6 speakers will give you a theatrical experience, bringing motion pictures to life. 1000nit brightness allows you unwavering clarity to watch HDR 10+ along with customdesigned LED backlight for greater control over brightness and contrast. The Pixelium Glass technology built in the Masterpiece TV allows you to optimize light reflections by 40%. With all these umpteen features, the Masterpiece was designed to give you a movietheatre experience at home.

Lastly, to let you workfrom-home in comfort, the Masterpiece TV is upgradeable to a virtual meeting mode. This is an all-in-one video conferencing system, compatible with apps including Zoom, Microsoft Teams, and Cisco Webex. This trail-blazing installment includes a 4K wide or sharp camera with autofocus, along with a wireless microphone and keyboard, as well as a built-in trackpad. The last word about the Masterpiece TV comes from Devita Saraf, the Chairman, and CEO of The Vu Group who says, "A person who chooses the Vu Masterpiece TV understands sophistication and luxury, and this exquisitely crafted television stands for success and makes an authoritative design statement. Vu Televisions is the pioneer of luxury technology in the world, starting in 2006 in California. Beautiful design encasing pathbreaking technology has always been our forte, and we are proud to present another product that would make a stunning statement in any home or office."

## **MEETING BY VU**

THE MEETING BY VU OFFERS A NEW WORKSTYLE FOR NEW AGE PROFESSIONALS. IT IS IDEAL FOR ENTERPRISE USERS, BUSINESS OWNERS AND ENTREPRENEURS. IT IS A SYNTHESIS OF VU'S EXPERTISE AND THE LATEST INNOVATIONS IN AUDIO-VIDEO COMMUNICATIONS.

he Meeting by Vu is an all-in-one video conferencing system comprising a 4K screen powered by an Intel Core i5 processor, Windows 10 Home operating system, a conference camera, a wireless beamforming microphone, and a wireless keyboard with a built-in trackpad. VU has smartly integrated the processing hardware into the screen itself. This helps saves space and makes it a breeze to get up and running. The screen also has all essential connectivity options such as Wi-Fi 2.4/5GHz, Bluetooth 4.2, USB 3.0 and gigabit ethernet.

in powerful hardware and software, at the helm of which is the Windows 10 Home operating system. This allows it the flexibility to work cross-platform with other devices using a variety of conferencing apps like Cisco Webex, Zoom, Microsoft Teams, Skype, etc. The Meeting by Vu is available in five screen sizes: 55, 65, 75, 85 and 100 inches, all of

11 1

which are 4K and support HDR10 and Dolby Vision. With a screen brightness of up to 1,000 nits, depending on the model, the Meeting by Vu can comfortably handle large meetings in brightly lit rooms.

You can choose from wide or sharp camera options, both record 4K video at 30fps and have autofocus. Both cameras have a 1/2.5-inch, 8-megapixel CMOS sensor,

pan/tilt/zoom (EPTZ) functions and auto-framing. The 4-way beamforming microphone offers high fidelity audio, which, along with the preloaded Al-based noise cancellation software ensures clear conversations free at either end from any disturbing sounds or ambient noise. The Meeting by Vu line-up of cameras offer advanced visual settings such as noise reduction, backlight control and colour calibration so you can head into a meeting fully prepared and looking the business.

4x digital zoom, electronic



#### **MEETING BY VU EDITIONS**

Executive: If you are doing your video calls solo, the Meeting by Vu – Executive Edition is ideal for you. Its 4K f2.0 aperture camera offers excellent visuals even in lowlight, with an 83° viewing angle that puts more of you in the frame than the surroundings.

Team: The Team Edition of this system offers a wider viewing angle of 120°, which allows for more participants in the frame. This is the preferred option for teams comprising 3-4 members.

Conference: This edition packs in the best quality camera that features 15x optical zoom with pan, tilt and zoom functions.





# TEACHER HEATH

**DIVYA GOKULNATH**, co-founder of BYJU'S, started teaching at 21, and had to wear saris to appear older than her students! From there on, the journey of setting up the learning app has been overwhelming and fruitful, she tells **Shraddha Kamdar** 

umble beginnings
pave the way for big
aspirations. Divya
Gokulnath, co-founder
and teacher, BYJU'S, is
a living example of that
maxim. The daughter
of a doctor, her love for

learning started early on and inspired her to pursue science and maths. Her parents always encouraged her to dream big, and their belief

in her gave her strength to chase her goals fearlessly. She had a taste of teaching students at a young age, and she fell so in love with the profession that she gave up admission to universities in the US for further studies, and, instead, stayed back to help her students realise their dreams. The rest, as they say, is history.

Divya and Byju Raveendran fell in love, and started not just a new life, but a new company together: BYJU'S—The Learning App. The journey has been wildly rewarding, with an overwhelming 70 million registered students learning with the app. BYJU'S has also come in a few rounds of funding, looking to expand in multiple ways.

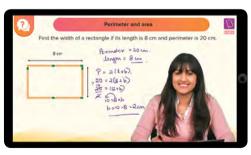
According to a recent report, Byju Raveendran and Divya Gokulnath have been ranked 46th on an India Rich List and have a combined net worth of \$3.05 billion (approximately ₹22.3 thousand crores) in 2020. So, education is, after all, the best way to make it big!

#### Few know that you are a teacher first. Tell us how your journey in education began.

I first heard of Byju's (Raveendran's) classes from a friend while preparing for competitive

exams. Along with the rest of my batch, I was mesmerised by his approach to teaching. While awaiting my results, I got the opportunity to take my first class for students at BYJU'S. I was 21 at the time, but instantly realised that I was passionate about teaching, and that it gave me immense satisfaction. By that time, my

results had been announced and I had cracked admission to a few universities in the US, but I decided to continue teaching. And, since then, there has been no looking back. Truth be told, overall, teaching, for me, has been an extremely rewarding experience mentally and emotionally too.>



Divya is always happy when she is teaching



#### "ALONG WITH THE REST OF MY BATCH, I WAS MESMERISED BY HIS (RAVEENDRAN'S) APPROACH TO TEACHING."

#### Which subjects did you teach then, and which remain your favourites even today?

Maths and science have been my strong subjects throughout, but, yes, I have always been the biggest fan of biology.

#### Can you share a few happy instances from your teaching experiences?

I started teaching when I was 21. My students were more or less in the same age group, or just a little younger. In fact, I used to wear saris to look slightly older (smiles). The best thing is that, because I realised my passion for teaching early on, it provided me with a head start; I haven't looked back since. For me, teaching is a rewarding experience as I am able to connect with students.

### Every student does not have the inclination towards a subject. How do you ensure that all your students have understood the matter?

Every student's learning journey is unique and different. Not every student might feel connected to a particular subject. When I started teaching, I realised that there was vast scope to enhance how learning was approached—there was an urgent need to move from fear- or exam-based learning to learning based on love, to something that fuels a learner's curiosity. The more I connected with students, the more I understood that we needed to customise our approach for each student. And, hence, at BYJU'S, since the inception of the app, we have always centred our product around the needs of students. The one-size-fit-all approach doesn't work when you want children to become active and life-long learners. My fellow teachers and I understand that—we know that to make students fall in love with learning, we need to explain concepts contextually and visually with real-life examples, and have these delivered by the best of teachers, as it makes the learning process engaging and fulfilling.

### When the system focuses only on marks, how do you get students to realise that understanding a topic is much better than rote learning?

Our vision is to make students fall in love with learning, as it is the most integral and defining part of childhood. We truly believe that we should teach our next generation 'how to learn' and not 'what to learn'. We should encourage them to question why, and not just spoon-feed >



#### "OUR ADAPTIVE LEARNING PLATFORM IS PERSONALISED, AND ALLOWS FOR THE CREATION OF A LEARNING FOOTPRINT OF THE STUDENT."

them to answer questions. In fact, the World Economic Forum estimates that 65 per cent of children entering primary school today will ultimately end up working in completely new jobs that aren't defined yet. Hence, we need to prepare them for the unseen jobs of tomorrow, and that is possible only if they are able to learn, unlearn, and relearn.

What we are trying to do is transform the whole learning experience, where teacher-led content is delivered on a student-led platform. Engagement is at the core of our platform, and the learning experience is enhanced with the use of game-design principles, animations, interactive quizzes and tests. Every concept is broken down and explained contextually. Additionally, our learning programmes are created for all students, and not just for the

motivated few. Our adaptive learning platform is personalised, and allows for the creation of a learning footprint of the student. Our platform is designed to create self-paced and active learners, who learn not because of fear of exams but for the love for learning.

## What was your reaction when BYJU'S first thought of moving classes online on the VSAT platform?

While we started as offline test-prep classes, we soon realised that if we wanted to create a real impact, we would have to ensure that everyone had easy access to our learning programmes. And, it's only through technology that we could scale this up and take it to the masses.

One incident convinced us that we were on the right track: Byju was taking a VSAT class in Bangalore, and students across the country had logged in, but it suddenly started raining and the session stopped. What surprised us was that there was pin-drop silence; we saw that people were just waiting silently. It was then that we realised that, to keep students engaged, you need great content backed by technology. That was when we realised the need and importance of integrating technology in learning to offer an uninterrupted service to students.

Eventually, we launched our flagship product, BYJU'S—The Learning App, in August 2015. This was a turning point because smartphones, as a learning device, and the app, as a medium, gave our learning programme infinite reach.

#### BYJU'S looked at the digital model way ahead of its time. Did you face any resistance?

For us, it has been a case of passion intersecting with a real need. During the phase when the team was travelling across the country to conduct test-prep classes for thousands of students, we realised that our education system faced three key obstacles: first, the lack of access to quality teachers and quality content; second, the lack of personalisation in the conventional learning environment, and, finally, that learning was driven by the fear of exams rather than the love of learning.

One of the challenges has been the mindset of parents. While students have always been open and enthusiastic about e-learning, in the beginning, we noticed that parents were a little >

# "OUR FAILURES ARE STEPPING STONES TOWARDS OUR SUCCESSES, IT'S CRUCIAL FOR US TO CELEBRATE OUR FAILURES AS MUCH AS WE DO OUR SUCCESSES."



apprehensive about them learning digitally. But, since lockdown, we have noticed a massive shift in the mindsets of parents as well as teachers. Now that they are witnessing the real benefits of online learning, they are opening up to it.

#### What are the plans for BYJU'S going forward?

Our vision is to be one of the largest education brands in the world, but our goal beyond numbers is to continue our focus on enjoying education and making students across the world fall in love with learning. From introducing courses in vernacular languages to launching more subjects, we will continue to strengthen our offerings and penetrate further into India to address the learning needs of all students. Given the current demand, we plan on accelerating several launches this year to revolutionise the after-school learning segment.

#### What is your message to teachers and students across the country?

The pandemic has definitely brought online learning and the role of teachers to the forefront. We are at that crucial point in history when our classrooms are possibly changing for the first time in a hundred years. Learning to leverage technology and tapping into the power of the internet is key. As teachers, we should always keep in mind that understanding students' learning journeys is essential as every journey is unique. We need to proactively move away from the one-size-fits-all approach. Moreover, merely switching modes from offline to online cannot help students have an immersive learning experience; teachers must embrace technology, and utilise its power to broaden the spectrum of their teaching abilities.

It is also phenomenal to see how teachers are adapting to the recent changes, and using technology to empower and enhance their teaching processes.

## What is your message to those students who have attempted entrance exams multiple times but not secured the percentile they want?

Every little hurdle on the way only makes you stronger. Take these challenges as little bumps on the road so that, when you hit a mountain, you can fly across. It's all about failing small and winning big. Our failures are stepping stones towards our successes, and I truly believe that it's crucial for us to celebrate our failures as much as we do our successes.





he Greek philosopher Aristotle has rightly said that "we are what we repeatedly do.
Excellence then is not an act but a habit."
And Prayag Khose has instilled this habit in self well. Whether it is entrepreneurship, fashion, music or fitness, his thirst for becoming better in whatever he does is what drives him onwards and upwards.

When it comes to fashion, he feels that style is elegance and "elegance is not about being noticed, it's about being remembered." Always on point, whenever he steps out, his must-haves for a stylish wardrobe include a smart formal or casual blazer, a tie, shoes, and a watch. Speaking of music, he believes that soulful music resonates with his personality, and he likes songs with in-depth lyrics. Music has the power to transcend one into a space with a positive aura and that what Prayag likes about it.

A fit mind and body are what helps one stand strong and move forth. Fitness is another major part of Prayag's life, and he ensures





# QUEEN OF THE CONSUMERS

NISABA GODREJ is taking one of India's most iconic consumer brands into the modern day and the future, discovers **Anshu Khanna** 

he is a combination of her mother Parmeshwar Godrej's dynamic persona and her father Adi Godrej's business acumen and foresight. Nisaba Adi Godrej heads one of India's most iconic consumer brands, one that has driven Indian lifestyles through the ages. Right from the fridge you bought, the steel almirah you invested in or the soap you used, it was bound to be a Godrej if you

were from an aspirational middle-class home. Building on this trust and taking it to more modern, contemporary levels, Nisaba recently took over as the Chairperson and Managing Director of Godrej Consumer Products Limited (GCPL), and is leading the group through pandemic-led strife.

Godrej Consumer Products generates half of its revenue from international markets. Indonesia accounts for 17 per cent of its revenue, and Africa around 24 per cent. Nisaba has maintained that the Indonesian economy is similar to the Indian, but with more stability; she is positive about prospects there. The company's stint in Africa has been marred by a lot of political and social uncertainty in the region. However, the new MD has ensured that they're taking all steps to improve their performance there.

Godrej has a BSc degree from The Wharton School at the University of Pennsylvania, and an MBA from Harvard Business School. Prior to taking over as MD, Godrej served as a whole time director on the board, having worked with the company for over a decade. She also sits on the board of Godrej Agrovet and VIP Industries. >

## DESIGNED TO SUCCEED

A brain for business and an eye for design are combined in the persona of couturier ANITA DONGRE, writes Anshu Khanna

he is Indian in origin and global in acclaim, known not just for her prowess over ornamental wedding ensembles, but also for her tireless contribution to sustainable fashion. Her spiralling career success has left many spellbound. She was one of the first



Indian designers to get VC funding to grow her business into a multi-crore empire. Staying focused on the growth of her brand, Anita Dongre is today one of the most influential designers in the Indian fashion industry.

She is a couturier with a distinct signature style, a jewellery creator who dips into the vintage, a craft revivalist who works with many a women-led craft cluster, providing employment and self-sustenance to thousands of women kaarigars, and keeping dying crafts alive. Her empire is worth billions, and her design stable is spread over a few acres, with a green, multi-storey sustainable building in its midst.

Dongre's design vocabulary swerves towards celebrating the jewel tones of Indian silks and cottons. Her base fabrics are very textural and rich. She is inspired by the ancient iconography of Mughal architecture, Indian miniature art, the generous use of floral motifs and the interplay of block prints with embellished embroidery. Her bridal ensembles are distinctive and rooted, and her Indian attire follows a costume-like cadence.

Though she resides in Mumbai and is a total Mumbaiker, this gentle and quiet creator has her heart in the city of pink arches and minarets: Jaipur. It is there that she goes each time she wants to be inspired. Around that city, she has nurtured many a craft cluster run by women, reviving the ancient techniques of hand block printing, tie and dye, *marodi* embroidery, *gota patti*, and the like. She assembles these works under her brand 'Roots', and gives each ancient design a muchneeded design intervention. The applause is well deserved.

HER HEART LIES
IN JAIPUR...
SHE GOES TO THAT
CITY EACH TIME
SHE WANTS
TO BE INSPIRED.



# UNPARALLELD QUEEN OF CONTENT

As a teenager, she saw the potential in television and dove in head-first. Today, she is a force to reckon with in the entertainment industry. **EKTA KAPOOR**, Joint MD, Balaji Telefilms Ltd, tells **Shraddha Kamdar** how she did it all

s a teenager, she knew she wanted to make a career in the entertainment industry, but, unlike her father, the famous whiteclad actor Jeetendra, she wanted to be behind the scenes. That year, she started assisting ad and feature filmmaker Kailash Surendranath. She set up and turned producer with Balaji Telefilms Limited in 1994, and it has been an uphill task to maintain her upward graph—but she has done it, and how! She forayed into Bollywood in 2001, and then into the massive online streaming industry with ALTBalaji in 2017. It has taken sheer understanding of the markets and guts to present something new to her viewers, to make it to where she has. She took the risks, and went along with the ones that paid off, and changed those that did not.

It has been a constant struggle for this Padma Shri awardee, but she has managed to stay on top of everything she has taken up. Winner of multiple awards, including Creative Powerhouse of the Year 2019 at the ET Edge Maharashtra Achievers' Awards, and mother to young Ravie, this TV czarina is great at being on top of her game.

## When did you know it was the right time for you to foray into the streaming platforms market? How was ALTBalaji born?

There was an increasing demand for individual content consumption among Indian audiences. While a lot of the international players were creating content in a bid to serve urban audiences, we recognised that there was a similar trend rising across Tier 2 and Tier 3 cities in the country, which demanded relatable content. People from these towns were showing an avid interest in consuming content that suited their individual preferences as compared to family-led consumption. We realised there was a different audience out there that was willing to experiment with varied genres such as thriller, action, horror, romance et al, and that television didn't cater to all those aspects. Keeping these factors in mind, with ALTBalaji, we forayed towards delivering masaledaar content to the masses across non-urban cities!

#### What have been some of the memorable moments for ALTBalaji?

It has been an incredible beginning for ALTBalaji. We started by featuring critically-acclaimed shows such as *The Test Case*, *Bose Dead/Alive*, and *The Great Indian Dysfunctional Family*, among others. In addition to grabbing >

# "THE IDEA IS TO MOVE WITH THE CHANGING TIMES, AND SERVE THE AUDIENCES WITH CONTENT ON THEIR PREFERRED MEDIUM."

the audiences' attention, these shows also built a sense of trust among them on the assurance of the relatable and interesting content that we have to offer.

Since its launch in 2017, ALTBalaji consistently remains one of the top five paid apps in the country, reflective of its strong brand affinity with the Indian internet audiences. It enjoys being one of the leading platforms with the largest library of 64 original shows in Hindi available for our subscribers to stream. In addition to that, through our industry collaborations, strategic associations, and ever-expanding talent-led content catalogue, we are the first OTT platform to embark on the road to profitability. With our costs in check in the first half of fiscal 2020 and the loss margin further reducing at the end of the current fiscal, we are aiming to break even in 2020-2021. As an industry trendsetter, we also successfully premiered some of our digital shows from ALTBalaji on TV, keeping the wheels of entertainment running as usual during the lockdown phase.

# What is the process when taking up a theme for a series on the platform?

The themes for the shows are decided based on the audiences' demand. For instance, on our platform, we found that the thriller, urban romance, and youth genres are the most popular themes, and, hence, we try to get more such shows for our viewers. Before zeroing down on any concept, a detailed discussion takes place between the teams, and the content piece is adapted as per its nature, storyline, audience reception, analytics, and relatability.

According to you, what is the difference between the three—TV, films, and web?

TV offers a family viewing experience; theatres are more about an occasional, event-viewing experience, while digital provides content for both, family and individual viewing, at the audience's leisure. The idea is to move with the changing times, and serve the audiences with content on their preferred medium. For us, all three mediums have the same purpose at their core, but our approach towards content creation varies. We create content keeping both our audiences and the mediums in mind. >



# "THE WOMEN PROTAGONISTS OF OUR WEB SERIES ARE INDEPENDENT, EMPOWERED AND STRONG-MINDED; THEY TAKE THEIR OWN DECISIONS."

# Today, the webspace is full of options—from platforms to content. How will producers deal with it when it gets overcrowded?

The Indian regional industry offers tremendous scope for OTT players to explore and expand their footprint by tapping into Tier 2 and Tier 3 markets through local content. As one of the most diverse and fastest-emerging markets in the world, India promises a lot of great potential in scaling up the availability of quality content. We are already witnessing global giants producing and acquiring Hindi and regional content for their platforms. Massification of



The themes are decided based on audiences' reactions

content has been ALTBalaji's goal right from the very beginning, and that gives us an extra reason to expand our language content library.

# If a certain series does not do well, how do you deal with it?

Success and failure are part and parcel of our job, and, no matter how much we try, as content creators, we can't do much. In the end, it is the audience that decides the fate of a show, so it's better to accept and move on while learning from the mistakes and incorporate those learnings in the next creation.

# At Balaji Telefilms Ltd, we have seen that you pick unique subjects that are new and bold for Indian audiences. What governs your inherent creative process?

The transformation is not only led by the changing mindset of an evolving audience across India, but also the global diaspora and its demand for quality content. If the platform offers a gamut of quality content, the audiences will be willing to invest their time, energy, and money on it. Here, the ability to understand the audiences' mindset, and deliver what they want to watch plays a crucial role. Today, our viewers, across ages and genders, want to watch stories that are relatable yet unique.

# As a producer who reaches millions, how do you channelise the <u>power</u> you have over your viewers?

As they say, content is reflective of the creators and the times. Through our offerings, we have always striven to break existing stereotypes. The women protagonists of our web series are independent, empowered, and strongminded; they take their own decisions and are self-sufficient, thereby reflecting a visible change in society as well. Across our shows like Mentalhood, Mom, The Test Case, Kehne Ko Humsafar Hain, Baarish, Dev DD, etc, the female characters are a mirror of society, which most women resonate with.

# "EVEN THOUGH MY MOM AND I STARTED THE PRODUCTION HOUSE, I USED TO TAKE DAD ALONG FOR MEETINGS. IT WAS THE ONLY WAY TO GET PROPLE TO TAKE ME SERIOUSLY—HAVE HIM SIT IN THE ROOM."

# What kind of movies and serials (Indian and foreign) did vou watch growing up? Did these shape your sensibility about television?

I grew up watching a lot of American television. The artistic storytelling and relatable narratives really grabbed my attention, and, at some level, perhaps that contributed to my love for storytelling. However, closer home, we have nuances exclusive to our culture and audience sentiments, which play a huge role in mainstream content in India.

Ekta says her female characters mirror society today



# You are known as a tough taskmaster; did you have to work harder to prove yourself simply because of your gender?

I started my career at the age of 17, and, even though my mom and I started the production house, I used to take Dad along for meetings although he had absolutely no idea about the production house. It was the only way to get people to take me seriously—have him sit in the room. It was a very new concept for people back then for a mother-daughter duo to run the business, but I learned the art of going against the tide, and I am glad that we fought all the prejudices and changed the course.

I believe women have an edge because of their compassionate yet combative forces as they fight so many prejudices daily. It is heartening to see that women are breaking the glass ceiling by helming leadership roles more than ever before.

# When you broke into a male bastion as a TV producer, how did the industry receive your success?

It is content and the right marketing strategies that form the key pillars of our success. I believe, post our success, we managed to build trust among the audience as well as the stakeholders. The industry has been receptive throughout.

# What do you have to say to your naysayers who trolled you for the subjects you picked for your TV serials?

I think it's fine; I understand where they are coming from. The digital audiences who have a certain taste might not like what we are creating for our TV audience, and vice-versa. I know for a fact that we can't make everyone happy with just one genre of shows. Today, based on the topic and tonality, we spread our content across different mediums to cater to each kind of audience >



# THE MIGHTY AND TRUE MINIMALIST

Beauty and fashion e-commerce platform Nykaa emerged a winner during the lockdown. Founder and CEO <u>FALGUNI NAYAR</u> shares her business secrets and future projects in a freewheeling chat with **Sukriti Shahi** 

utting her experience
as a banker to good use,
Falguni Nayar has built
an empire for herself.
She has brought the world
of beauty closer to its
consumers, and never
ceases to surprise them.
From a multi-brand e-comm platform to
multiple businesses under Nykaa,
the venture she started in 2012 has seen
massive growth. From struggles to rising profit
graphs, the lockdown scenario and emerging
as one of the most profit-making businesses
during the pandemic, Nayar

# You've been on an exciting journey...

tells us how she managed it all.

Eight years ago, I saw the need for a multibrand retail format that gave consumers unbiased advice, that could guide them on the right products for their beauty and health concerns. That's when I launched the e-commerce store, Nykaa.com. Today, we retail over a thousand brands, from big luxury names and niche and cult favourites to affordable, high-quality brands. We've also built our own label brands to fill market gaps in the country—Nykaa Cosmetics, Nykaa Naturals, and Kay Beauty, with formulations hand-picked

by Katrina Kaif. We felt our customers wanted to interact with us in an omni-channel manner, and building a brick-and-mortar network across the country through over 70 stores has helped us achieve an excellent customer experience.

More recently, we ventured into fashion, in keeping with our goals of being a lifestyle destination for our customers. Today, this has become a sizeable portion of our business, and we are seeing extremely strong growth here. We are also very excited to be launching the iconic Charlotte Tilbury brand in India. The Charlotte Tilbury collection of makeup and skincare products will give customers a new way to interpret their creativity and discover trends from the beauty genius herself. Nykaa has a strong following of millennial and Gen Z customers, and Lime Crime is the perfect catalyst to allow them to express their individuality. Lime Crime is much loved for its vegan and cruelty-free products, creating colourful trends and innovations that have taken the beauty world by storm. It has been an exciting journey.

### **ABOUT NYKAA**

How did the pandemic pan out for Nykaa? All digital businesses, and e-commerce >





# "CHOOSE AN INDUSTRY, THAT YOU LOVE... SUCCESS IN ENTREPRENEURSHIP DOESN'T COME QUICKLY."

businesses in particular, have come out winners during the pandemic. E-commerce companies supported supply chains across the length and breadth of the country. Although business was initially impacted significantly because of the lockdown and the overall uncertainty, we quickly pivoted by adding pincode-centric personalisation capabilities. As we opened up operations, revival of demand through nationwide availability, online and offline, as well as improved supply chain and logistics led to strong revenue numbers by July. Today, we see higher average order values,

lower customer acquisition costs, and overall higher revenues compared to pre-COVID levels.

In the initial lockdown, we pivoted to an essentials-only platform, delivering everyday essential needs to our customers all over the country. To service our broader catalogue, we developed personalised capabilities to identify green, orange, and red zones. While there was limited inter-state mobility, in order to reach our customers across the country, we enabled our 70-plus store network to become stock locations, allowing us to service orders from 80 locations, up from 10 earlier. We launched a category of essentials through our private label with hand sanitisers, masks, etc. Our stores have adopted very stringent global standards of hygiene to ensure the safety of our customers as well as our store staff.

I believe our people are our biggest strength. We took this time to upskill our people, and have entrusted them with new roles wherever possible. With a clear shift in customer behaviour towards adoption of digital platforms, we have upped our initial targets, and Nykaa is on a path to accelerated revenue growth and improved profitability.

# **ON ENTREPRENEURSHIP**

You've made your name in the ever-growing beauty industry as an entrepreneur. What's one thing you want to tell budding entrepreneurs? Start-ups are a great way to make a big impact. It is a long haul, but the rewards of building a brand are immense. Commit yourselves to the dream, and be consistent in the wake of the challenges that will come your way. Choose an industry that you love, because success in entrepreneurship doesn't come quickly. The highs in business should not make you arrogant, and the lows should not demotivate you.

## Where do you derive your inspiration from?

The entrepreneur community is my biggest inspiration. Seeing many founders who started something from scratch despite the naysayers and committed themselves completely to their dream has inspired me greatly. My years of training at Kotak also helped me learn how to look at building a long-term, sustainable business with a focus on strong financial fundamentals.



# "WE DON'T BELIEVE WE HAVE POWER OVER OUR CUSTOMERS; IN FACT, IT IS THEY WHO POWER US."

### How do you manage a work-life balance?

If work requires me to put in long hours, I do. On a lighter day, I like to spend time with friends and family, swim, and catch up on my favourite TV shows. I love my holidays, and take time off to travel whenever my schedule allows me to.

# When you look back, what has been the highlight of your journey?

Building a sustainable brand and business from scratch, seeing it grow and develop a life of its own is something I am immensely proud of. I have really enjoyed learning every aspect of the business, right from marketing and technology to operations, and seeing how all these pieces come together to create the magic we do every day.

### ON THE WAY AHEAD

# What projects do you have in the pipeline? What can your customers expect from you?

I truly believe our best is ahead of us. We are adding over 200 brands to the portfolio over just the next few months. We have recently launched the iconic skincare brand, Murad Skincare, on Nykaa, and there are some more exciting launches coming up across the Nykaa brands in both beauty and fashion. Most recently, we launched a lingerie brand, Nykd, and expanded Nykaa Fashion across kids wear and menswear. Nykaa Man, our men's grooming destination, is also ramping up operations. and building categories to best cater to our rapidly-growing number of male customers.

# How does Nykaa channelise the power it has over its customers?

We constantly introspect and reinvent with a focus on delivering better today for our customers than we did yesterday.

Their feedback, their evolving preferences and values constantly inspire our offerings and positioning. We want to build brands that customers love, and, for that, a relentless focus on listening and responding to our customers is essential. We don't believe we have 'power' over customers; in fact, it is they who power us.>

# BRAINS BALANCE

With her vision of corporate-driven enterprises, **ZIA MODY** is a power force to reckon with in the world of legal India, discovers **Anshu Khanna** 

he world of legal enterprise is heritage- and legacy-driven, yet this powerhouse on the speed dial of corporate leaders like Mukesh Ambani and Cyrus Mistry heads a first-generation legal firm, AZB & Partners, which she founded. Always pleasant and impeccably turned out, Zia Mody comes with a top-notch brain and sharp wit. Her firm, which kickstarted in 2004 with only 12 lawyers, within only a few years, has become the trusted partner of several Indian billionaires, aided by the rich expertise its partners have in the area of mergers and acquisitions law. Today, spread across the nation, it employs 450 lawyers and is trusted by the most driven enterprises of India.

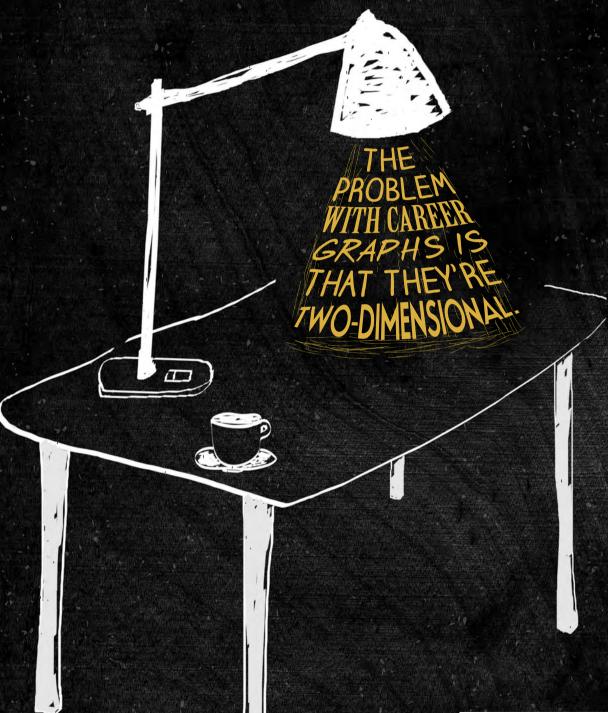
Mody, an LLM from Harvard Law School, was admitted as a member of the New York State Bar in 1980. She worked as a corporate associate at Baker & McKenzie, New York, for five years before moving to India to set up practice, establishing the chambers of Zia Mody in 1984, which then became AZB & Partners in 2004. In the first year of setting up the partnership, AZB was brought in by



# HER FIRM, WHICH STARTED IN 2004 WITH ONLY 12 LAWYERS, HAS BECOME THE TRUSTED PARTNER OF SEVERAL INDIAN BILLIONAIRES.

Tata Steel to advise on the US \$500 million acquisition of Singapore-based NatSteel. Thereon, the firm has stood at the forefront of some of India Inc's largest cross-border transactions. The firm advised Tata Motors on the acquisition of Jaguar Land Rover for US \$2.3 billion in 2008; when Sunil Mittal was gearing up to buy the Africa business of Zain Telecom for over US \$9 billion, he turned to Mody. She was also the adviser of choice in the mergers of Carin-Vedanta, East India Hotels-Reliance and UTV-Disney. >

# FEMINA BE UNSTOPPABLE



Isn't it time we started measuring success differently? Let's talk. @femina.in/lifestyle

# THE HEROINE

# HEALTH

**SUNEETA REDDY** has been instrumental in making healthcare both profitable and compassionate, writes Anshu Khanna

er sharp and attentive

eyes speak volumes of her acumen in finance. The daughter of Prathap C Reddy, Suneeta Reddy can be directly credited with bringing foreign direct investment into healthcare in India and guiding Apollo's emergence as a formidable, financially-sound hospital enterprise.

Like many of her peers in Chennai, Reddy, too, was academically driven and went from doing her Bachelors in public relations, economics and marketing from Stella Maris to completing the President Management Programme at Harvard Business School (HBS), in Boston, the US. And she sure has put that Harvard education to practical use, converting her inherited healthcare empire into a success story acknowledged even by the World Bank. A strong feminist and a big supporter of women joining the task force at all levels, Reddy has often been quoted as saying that gender parity brings clear economic dividends.

Managing Director of the Apollo Group and the key factor in the group's dramatic growth and profitability, Reddy has played a pivotal role in encouraging international medical travellers to come to Apollo Hospitals and to India at large. An avid art collector and



# SHE HAS MADE APOLLO A SUCCESS STORY THAT EVEN THE WORLD BANK HAS ACKNOWLEDGED.

a woman with discerning taste, Reddy has ensured that each of the hospital complexes exudes a warm and welcoming air.

A Director on the Board of Apollo Munich-Re Health Insurance Company Ltd, she also serves on the board of several Apollo Hospitals'Group companies. She is also the Chairperson of Aircel Cellular Ltd, and a member of the Harvard Business School India Advisory Board (IAB). >

# **EALLABOUTYOU**



### I AM A HAPPINESS JUNKIE

A good life starts with good mental health. I focus on positive psychology, trying to help people lead happier, more fulfilling and meaningful lives. I believe happiness is not a destination; it is in the journey. We are a consequence of our habits, and each habit is a choice. I believe we have a happiness muscle, and the more we train it, the stronger it gets. The moment we stop training it, it starts losing its strength. Just like every other part of our being—our health, our profession, our hobbies and interests—happiness, too, needs constant focus and practice to, first, make it a habit, and then to live it effortlessly.

# **HAPPINESS TRAINING IS VERY EASY**

All we need is to be conscious of our thoughts and emotions, focus on positive thoughts and emotions, give more than we seek, create lasting positive relationships, do what we love and, finally, express gratitude every day. Optimism, positivity, forgiveness, and gratitude are the foundation of <a href="well-being">well-being</a>. Our life is a collection of many little things. We need to base our happiness on these little things and not some rare mega events.

# **HAPPINESS IS MY BUSINESS**

My life as an entrepreneur started over 16 years ago with my first passion project, Kinetic Potential Explorers (KPE), which offers personal counselling for teenagers. We help them identify their passions and pursue them as careers. My obsession with my family and its happiness led to my second venture, HappinessIsLove (HIL). Here, we help families discover happiness through understanding and expressing emotions, and perfecting life skills. Our definition of 'family'>

# Happyologist

Award-winning psychologist and relationships expert **JYOTIKA BEDI** is in the business of happiness. Here, she tells you how to find yours. Spoiler alert: it involves doing something cuddly thrice a day!

extends to include all kinds of groups that come together to create something bigger—corporates, communities, schools.

The success of both these ventures has been based entirely on the love we've received from our clients. And, thank God for that, because I am crazy enough to believe that I will change the world, one child, one family, one group at a time.

## **DEVELOP A SELF-AWARENESS HABIT**

Self-awareness is a daily and lifelong commitment that we must make to ourselves. It is important to pay attention to how we explain things to ourselves, to our behaviour patterns and to make sense of the world around us. We have to understand our own emotions and moods. Instead of trying to fix them, we need to observe and stay curious about our feelings, even the uncomfortable ones. We have to pay attention to how we tend to act and behave in different situations. What are our default responses, habits, and tendencies? Seeking feedback from loved ones and colleagues is most important; feedback is the backbone of self-awareness.

## I TEACH POSITIVE PARENTING

'Kids spell love as T.I.M.E.'—this is one of my favourite quotes. No matter how many gifts you give them, they will feel most valued when you take time out for them, connect with them without judging them, when you show them respect as individuals. 'Parenting' is about parents to kids; otherwise, it would have been called 'kidding'. I believe that the only way to build a better world is by building better parent-children bonds.

# MEANINGFUL RELATIONSHIPS CREATE LASTING HAPPINESS

Our emotions and mental health are largely a product of five hormones secreted by our brain—endorphins, dopamine, serotonin, oxytocin, and cortisol. Endorphins and dopamine are the good but selfish hormones; they make us feel good for a short period of time. Serotonin is a collaboration hormone, released when we do something for others or others do something for us, creating meaningful relationships and a reciprocity chain reaction. My favourite hormone, oxytocin, is the

"CHALLENGE YOUR NEGATIVE THOUGHTS ABOUT YOURSELF AND OTHERS."



# JYOTIKA'S TIPS TO ACHIEVE WELL-BEING

Challenge your negative thoughts about yourself and others.

Forgive yourself and others freely.

Realistically accept what you can and cannot do.

Accept all aspects of life—the good and the not-so-good—instead of denying or resisting them.

Focus more on the solution than the problem.

Cultivate a learning mindset.

Be grateful for the little things.

love drug, making us compassionate, empathetic, generous; it helps us to develop strong bonds of kinship and trust. It also improves our immune system, makes us solution oriented and better problem solvers. Cortisol is the devil; its presence makes us aggressive, tired, and stressed. It is literally a killer, as its presence suppresses our immune system, exposing our bodies to illness and disease. We need to avoid cortisol-releasing situations—low trust and weak relationships, stressful situations both at work and home. Exercise (endorphins), compliments and recognition (serotonin), and love (oxytocin) neutralise cortisol. Cortisol cannot survive in their august company. So, if you're feeling stressed, exercise, do something meaningful, help someone, seek help, express your feelings, and get yourself hugs from your loved ones.

# **HUG YOUR WAY TO HAPPINESS**

Hugs are a great way to trigger a love drug hit. I believe hugs can replace all drugs. This is my prescription to all of you: Every day, hug each of your family members thrice for three minutes; see how you get hooked onto love.

### FEEL GOOD ABOUT YOURSELF.

Like happiness, positivity is a choice. The quality of our thoughts determines the quality of our lives. We have to train ourselves to see the good in ourselves, the possibilities in others, in every situation. Everything passes; nothing lasts forever. Thus, staying optimistic is essential for our emotional well-being. It is also important to weed out toxic influences in our lives—be they people, habits, or environments. Most importantly, we need to engage in self love and forgiveness. It's not selfish to take care of your inner peace. Write the good down every day. Read it at the end of the week. It will help you focus on the good in your life instead of the bad. Practising gratitude and optimism changes everything. Start now!

As told to Primrose Monteiro-D'Souza





YOU'RE OFF TO A BIRTHDAY PARTY AND RUNNING LATE. YOUR CAB CANCELS AT THE LAST MINUTE. WHAT DO YOU DO?

- A You hope to find another cab soon.
- B You worry about being the last person to arrive at the party.
- You are calm; you know you will get there somehow. No stress.
- You call a friend up to ask for a lift.

# WHEN SOMETHING DOESN'T GO YOUR WAY, YOU...

- A Think about where you went wrong and work on that.
- B Imagine a situation that could be even worse.
- Stay unaffected; you know you can do no wrong.
- D Get down to disastermanagement ASAP.

# WHAT COMES TO YOUR MIND WHEN SOMEONE ASKS ABOUT YOUR PLAN FOR THE NEXT FIVE YEARS?

- A "I think I'll be where I am,but much happier."
- B "I'm scared of planning the future; it could go downhill, too."
- "It will be amazing. I just have to work hard!
- "I'll cross that bridge when I get there."

# YOU'VE JUST BEEN PROMOTED. HOW DO YOU FEEL?

- A Happy and deserving.
- B You're a nervous wreck; you don't want to mess things up.
- You know you will be the best boss ever!
- D You need to get on a team meet to understand everyone's strengths...

# SILVER LINING

No two optimists are the same. Find out what kind you are by taking this quiz, says **Aishwarya Acharya** 

ptimism drives decisions, and decisions drive your life. Still, there are times when you find yourself bogged down by sticky situations that put you in a spot. Are you

always excited and positive when facing any situation or are you sceptical about certain things? What kind of an optimist are you? Take this quiz to find out! Circle the option that you most relate to...



## WHILE PLANNING A HOLIDAY TRIP, YOU WORRY MOST ABOUT ABOUT...

- The weather being terrible.
- B Losing your baggage at the airport.
- Nothing. You're sure it's going to be amazing!
- Travel, expenses, food and hotel rooms.



# Mostly As: HALF-FULL OPTIMIST

You are positive, but you don't go overboard with it. You know where to draw the line and how to drive things in your favour.

# Mostly Bs: HALF-EMPTY OPTIMIST

While you're trying very hard to be positive, you still have times when you falter or situations that might not go in your favour, so you stay very vigilant and cautious.

# Mostly Cs: OVERFLOWING OPTIMIST

No matter what goes on around you or in your life, nothing seems to affect your optimistic attitude. While that could be a very rare and strong virtue, it might come off as overconfident and affect your decision making.

# Mostly Ds: REALIST

You weigh the pros and cons of any situation, and come to a conclusion. You are never too enthusiastic nor too dull—you know what works for you and follow that road.



# SECONDINNINGS

The pandemic might have cast a cloud on the <u>job market</u>, but take heart: these five avenues are opening up with opportunities, finds **Aishwarya Acharya** 

ithout doubt, this year has been a shocker. Packed full of surprises, both good and bad, 2020 turned everything that we considered normal on its head. Staying home became the new norm, wearing masks became the next essential, sanitising hands regularly became mandatory, and, of course, the phrase of the year—'social distancing'—has become the new way forward. But, with all these changes, businesses and job opportunities came a grinding halt, employers and employees, and all things career related

LIFE IS GETTING BACK TO NORMAL, AND CABIN FEVER IS SLOWLY WEARING OFF. started toppling almost like dominos. The show, however, must go on. With unlock 5.0, businesses, offices, restaurants and malls have slowly started opening up to the public. Life is getting back to normal, and cabin fever is slowly wearing off.

But all is not well with the Indian economy. As per the International Monetary Fund (IMF), India's economy will contract 10.3 per cent in financial year 2021, the third steepest decline after Spain and Italy, and the sharpest fall among developing countries. With as many as 21 million salaried jobs lost only between April and September this year, according to figures from the



Centre for Monitoring Indian Economy (CMIE), the situation seems gloomy. Indian economists are also of the opinion that a rapid recovery is unlikely.

The silver lining in all this, however, lies in the emergence of jobs in a few sectors. In August this year, Reserve Bank of India Governor Shaktikanta Das highlighted five sectors that could offer opportunities to job seekers. "While interacting with members of the National Council of the Confederation of Indian Industry (CII) on July 27, 2020, I had covered five major dynamic shifts taking place in the economy: fortunes shifting in favour of the farm sector; changing energy mix in favour of renewables; leveraging information and communication technology (ICT) and start-ups to power growth; shifts in supply or value chains, both domestic and global; and infrastructure as the force multiplier of growth." He also touched upon five areas that he feels would determine our ability to step up and sustain India's growth in the medium-run: human capital, in particular education and health; productivity; exports, which is linked to increasing India's role in the global value chain; tourism; and food processing and associated productivity gains. Read on to know more about those five emerging sectors.

### **AGRICULTURE**

In a country with about 1.380 billion people, about 58 per cent of the population derives its livelihood from agriculture or agriculture-related businesses. As the first of the five sectors that

INDIAN ECONOMISTS ARE OF THE OPINION THAT A RAPID RECOVERY IS UNI IKFLY.

Look for opportunities in software development if you are in IT could create ample job opportunities, agriculture is set to jump in total private investment from ₹61,000 crore in 2015-16 to ₹1,39,424 crore, as per a leading financial daily.

Das also mentioned that the country's food grain production is as high as 296 million tonnes with more than twice the buffer stocks of cereals. This also means that the rural economy will be a major contributor to the economy, along with many agri-related start-ups that are setting up shop in the market.

### RENEWABLE ENERGY

While sectors like aviation, hospitality, finance, realty, media, and automobiles are the worst hit due to the pandemic, there are a few areas that are thriving. Food, pharmacy, and renewable energy production are some that have survived, although they did face the brunt just like other sectors. A KPMG report in India estimates that 25 to 30 per cent of the demand for energy commodities dropped, which led to plant closures and inventory pile-up.

Renewable energy's current standing of a 23.4 per cent share of overall energy, Das states, is a significant jump from 11.8 per cent (as of March 2015). State electricity boards, although struggling with losses, will still offer job opportunities in the energy sector.

### **START-UPS** AND IT

According to Tracxn, a research firm, tech start-ups in India saw a record round of \$14.5 billion worth of investments in 2019. With this mammoth influx of money into IT and start-ups, there are bound to be jobs to look out for.

According to Das, there is a major shift of focus from hardware and software systems to digital technologies and analytical capabilities, which is quite evident in the current business?



### ALL ABOUT YOU career



the entire supply chain." Shah adds, if you're a developer, work on getting more projects under your belt, and learn a few advanced technologies like pro node.js dynamic. Even a basic working knowledge will help you a great deal. The world is now moving onto our fingerprints via digital mediums and social media. Adapting to these times is the need of the hour.

"Application developers, especially iOS developers, are in supreme demand with a handsome reward," Shah points out, "but that only happens once your REST API structures are ready. Having a combination of iOS developers with web development would set the market on fire," he advises, and suggests that specialising in either one would be beneficial.

models. Newspapers and magazines are now looking at exploring digital audiences as well as their traditional print ones, restaurants are restructuring their businesses to suit the current scenario, and churn out offers and services that are mainly take-away or on-the-go, schools and colleges have all acclimatised themselves to the <a href="https://www.wirtuallearning">wirtuallearning</a> mode, and big events that saw turn-outs of lakhs and crores are now testing the water in the virtual world.

With so many opportunities, ideas and necessities opening up, the information technology space is set to boom and create space for new advancements in the digital space. However, according to a news daily, Das also mentioned his concerns about competitors that are now challenging India's position in outsourcing. "Fierce competition from other developing economies with the potential to provide cost-effective IT services is rapidly emerging as a challenge to India's position as the leading outsourcing hub of the world," he said.

Data security, immigration policies in the US, and standard privacy policies are other factors influencing new businesses in the sector. Harshil Shah, technology lead, GetSetHome, agrees, "Majority of the openings will be created in entry- and junior-level software development positions with a few senior-level product manager positions to direct the projects, but it won't stop there. This will have a ripple effect on the market, as more products being developed will require more marketing and sales to get the business rolling. Once the business is in its prime ground, operations and support roles will be in heavy demand, and, hence, give a boost to



Now focus more on upskilling and adapting to newer requirements

THE WORLD
IS NOW
MOVING
ONTO OUR
FINGERPRINTS
VIA DIGITAL
MEDIUMS AND
SOCIAL MEDIA.

# **SUPPLY CHAIN MANAGEMENT**

With the pandemic, Das believes there is a good chance for India to climb up the supply chain ladder, and be considered a good location at which factories for global trade can be set up. Simply put, supply chain management is managing the entire production flow right from raw materials to delivering the final product or service to the consumer. Explains Chaitanya Deshak, assistant manager at a leading Mumbai-based manufacturing company, "Mobile manufacturers don't manufacture every component, for example. They source them from someone who is already manufacturing them, who meets the quality standard and supplies requirements at the cheapest rate. Hence, the supply chain industry ensures that these parts are sent to assembly departments on time so that the smooth flow of the assembly line is maintained."





Deshak says the best example of the growth of this industry is China's supply chain market; the country used to be called the manufacturing hub of the world, until the pandemic. "Supply chains will definitely create more jobs in the future due to initiatives like Make in India," adds Deshak. "Additionally, post-COVID, many foreign companies are looking at moving out of China, a situation in which countries like India, Vietnam and Taiwan will benefit in terms of increasing opportunities." Although a specific educational backing isn't required to pursue a career in supply chain, an MBA or MS in Supply Chain Management will definitely give you an upper

### **INFRASTRUCTURE**

hand over other candidates.

The International Monetary Fund in October this year urged governments globally to invest more in infrastructure that will boost employment and GDP growth opportunities post-COVID. As per NITI Aayog, the policy think tank of the Government of India, the country would need to invest up to \$4.5 trillion up to 2030 to financially power through all infrastructure developments in the country. Although roads, railways, and metro lines are constantly being worked on, it is the connecting expressways from east to west and north to south, and the many airports being built that will open the doors to thousands of jobs. According to a report by India Brand Equity Foundation (IBEF), India has emerged as the third largest domestic aviation market

Jobs in supply chain management are less pursued, but there is huge potential, especially in these times

SUPPLY
CHAINS WILL
DEFINITELY
CREATE MORE
JOBS IN THE
FUTURE DUE
TO INITIATIVES
LIKE MAKE IN
INDIA.

# WORK TRENDS POST COVID-19

- ◆ 48 per cent of employees are likely to work remotely versus 30 per cent before the pandemic.
- Expanded employers' role in their employees' financial, physical, and social well-being
- ◆ Emergence of new top-tier employers
- ◆ 55 per cent of organisations will redesign roles to increase resilience rather than efficiency
- ◆ Companies will focus on geographic diversification and investment to mitigate and manage risks of disruption —Gartner, a leading research and advisory company

and will likely overtake the UK to become the largest air passenger market by 2024. This will automatically give rise to structural requirements and, hence, more jobs.

# TIME TO ADAPT AND UPSKILL

Although the six-month-long lockdown might have shuttered many industries, there will be newer employment opportunities to try. Although the situation might seem like a mirage for now, there will be an upswing in the market, gradually helping to bring the economy and employment to a more even keel. Until then, adapting and upskilling are the way to go.



# ANUSHKA SHARMA

### **SELF-RELIANCE**

The person you are destined to become depends on the person you decide to be. Anushka Sharma's journey conveys how important it is to vouch for yourself. In a competitive world, we must learn what wonderful things we can do just by believing in ourselves.





# Secrets Revealed

Take a cue from B-Town actors and imbibe some of their inspirational virtues, says **Vanshika Jain** 

oving yourself is the greatest resolution, and Bollywood just so happens to be a treasure trove of inspiration. Rising above criticism, condemnation, and reproval, these actors show us how you can

negate the world's doubts about you by going so far that you can't hear the critics any more. Here's what you can learn from your favourite celebrities, and then go on to inculcate those virtues in yourself.

# SONAM KAPOOR AHUJA

### DISCIPLINE

Exuding consistency in her work, Sonam Kapoor Ahuja shows us how every day is a choice between practising your discipline and suffering through regret. We learn how our body can achieve what our mind believes in. Remember, your focus determines your reality.

# PRIYANKA CHOPRA JONAS

CONFIDENCE

With the entire world watching her, how does Priyanka Chopra Jonas manage to be the kind of person that makes other people want to up their game? Easy, with confidence in one hand, and dreams in the other. Priyanka believes in the power of her mind. Remember, confidence comes not from being successful, but from not fearing to rise from your failures.

# SAMANTHA AKKINENI

# **GRATITUDE**

Samantha Akkineni is a leading voice behind sustainability and wildlife protection down South. She shows how gratitude is a value that shouldn't just be limited to humans, but to the environment as well. Rarely do we sit down and thank the higher power for the goodness in our lives. Gratitude helps us fall in love with the life we already have.>







# **SANYA MALHOTRA**

### COURAGE

Sanya Malhotra's journey has been nothing less than inspirational. Not only did she overcome her stutter, she has also proved herself as one of the most versatile faces on screen. She taught us how courage isn't about having the strength to go on, but about going on when you don't have the strength.

# **RADHIKA MADAN**

### WILLPOWER

From being petrified on the first day of shooting to making her mark in Bollywood, Radhika has made her presence felt in all the fields she has chosen to enter. Stepping out of your comfort zone is a challenge, but focus on your willpower, and sit back and watch what happens when you don't give up.



# **SUSHMITA SEN**

# EMPATHY AND COMPASSION

From motherhood to relationships, Sushmita Sen chose an unconventional life right from the start. From her, we learn the importance of noble compassion and the beauty inherent in empathy. It is time we put 'kind' back in humankind.



# THE SINGLE EFFECT

Single parenting can be difficult, but it teaches children invaluable lessons for life, says **Kayalvizhi Arivalan** 





been easy, but I ensured the boys had a secure and safe environment growing up. Children with single parents learn at a young age that their parent is working double the time to make ends meet. My sons started helping me around the house, doing age-appropriate chores very early; children are intuitive that way. They have a lot of compassion and kindness toward other children. They are also highly independent. By negotiating day-today challenges, handling emergencies, and being there for the child, a single parent shows their child that it is possible to live and thrive on one's own."

<u>Single moms</u> are also often the sole breadwinners,

# THE CHILDREN KNOW THEIR CONTRIBUTIONS TO THE FAMILY **REALLY COUNT AND ARE VALUABLE.**

and kids witness this first hand, so they understand how funds are allotted and learn to never overspend on unnecessary things. "My sons have seen me navigating through life independently and with dignity, and they stand by me through thick and thin," adds Venugopal.

Single-parent families are also very close-knit. Relationships are more intertwined. Venugopal and her sons are very, very close. The children know their contributions to the

family really count and are valuable. This helps raise their sense of self-esteem and self-worth.

# You're leading by example

Single parenting comes with its own set of pros and cons. While it's difficult and overwhelming for the parent and children alike, it also instills the ability to multitask and the value of self-reliance in the children. Still, it is good for you and your child to stay in touch with other people;

it helps you feel connected to others and to develop trust. Cherry Sebastian would have loved to be a happily-married man, but, under the circumstances, he refers to himself as a happily-divorced father, who has been a single parent for almost three years now. "From when he was really young, I have taught my son to be caring and trustworthy, to respect elders and fellow beings," says Sebastian. "I am happy that, most importantly, he has learned patience from me. The maturity that he has developed at this tender age is because of what life has taught him." By showing your child love and respect, talking honestly and staying positive, you can alleviate >



"BEING A SINGLE PARENT IS TWICE THE WORK, TWICE THE STRESS AND TWICE THE TEARS, **BUT ALSO TWICE THE HUGS, AND TWICE THE PRIDE**"

your stress and help your child thrive in difficult times, Sebastian avers.

# You're nurturing decision makers

There might be enough people around you to support your decision, but the decision has to be yours, feels Latha, who, long years ago, separated from her husband when her daughter was only three-and-a-half-years old. "I worked hard at my marriage, but it did not work out. I decided to move out and, luckily, I had a very supportive family back

home who welcomed me with warmth," says Latha, who had to shift cities because of the split. She witnessed similar decisionmaking skills in her daughter when she set out to choose her career path. "She was not very good at math, so she analysed what would work for her, and decided to take up arts. She went to Singapore to pursue higher studies, took a break to brush up on her skills, and continued studies after a year." she adds. Latha feels that, since kids with single parents face

# BE KIND TO YOURSELF

"It takes great strength and courage to raise kids as a single parent. Being a single parent is twice the work, twice the stress and twice the tears, but also twice the hugs, and twice the pride. But, for the child, it is only half of everything they could get from 'parents' no matter how hard the single parent tries. It is also important to understand that few children learn to understand the situation and appreciate the efforts of the single parent and love them forever, so don't be disheartened. Ensure that the child gets the right company (of siblings or pets) and good friends to have a positive approach towards life."

 Dr Saranya Jaikumar, educational psychologist tough situations in life at a younger age, they are better at choosing what is right for them in life, no matter how big or small the situation might be.

# You're growing mature money managers

In fact, besides being strong decision-makers, children of single-parent households also understand the importance of developing financial independence. "My daughter saw me handle the household, and how I used to struggle to keep things going," reveals Rachel Gomes, a yoga teacher who split from her husband eight years ago. "Although she would want to go on trips with her friends, she would gauge the situation at home and then ask me. She also developed a strong sense of clarity about how she would want to lead her life, where to work, what age to get married and other plans. She was completely aware of what she wanted from life," smiles Gomes. She believes that children in a single-parent household experience struggles firsthand and develop a sense of responsibility that works wonders for them in future.

Being in a singleparenting situation might seem daunting when you first arrive at it, but good decisions and shared responsibility can help you raise children who are stronger for it. These children are more receptive to emotions, resilient, and always ready to face challenges with a plan.







f great taste and refined charm had a name, it would most certainly be Gauri Khan. A producer, interior designer, and full-time mom,

Gauri is nothing less than a modernday superwoman. Her personal style exudes versatility, grace, and poisequalities that she brings to her design aesthetics as well. When it comes to jewellery, she has an understated elegance. Her pieces always complement and never overpower her outfit or personality. They are minimal, yet impactful. She opts for contemporary pieces that are timeless, yet trendy. One of her newest conquests is Rooted with Zoya Jewels, an exquisite line-up of beautifullycrafted pieces that celebrates the inner strength of the feminine spirit. In a quick tête-à-tête with Femina, Gauri talks about her prized possession when it comes to jewellery and her taste in

trinkets that she shares with her daughter, Suhana.

CHARM THAT YOU CAN PASS ON FROM GENERATION TO GENERATION"

What is your opinion on curating classic timeless pieces that last a long time rather than trendy jewellery? Fashion comes and goes, but style endures. With Zoya, you find beautifully-crafted pieces that will stand the test of time. I can see both myself and Suhana wearing these pieces. Timelessness is important when it comes to jewellery.

# What is the most treasured piece of jewellery in your closet?

My mother's wedding set. It is a full-length *jadau* set, and I remember seeing pictures of her wearing it on her wedding day and thinking how beautiful she looked. Heritage

jewellery has its own charm that you can pass on from generation to generation.

# This collection seems drenched in nature-related motifs; what drew the brand and you towards nature as the inspiration?

Yes, the collection has motifs from the rainforest—from macaws and flowers to dense tree canopies. The rainforest is a metaphor for inner strength, which is the theme of the collection, and very relevant for the world today. The line-up juxtaposes the modernity of design with the innate grace and delicacy, embedded in each piece.

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1. Gold-plated circular drop pearl earrings, ₹3,345, Accessorize 2. Dei gold-plated pearl bracelet, price on request, Éliou 3. Gold, pearl and diamond necklace, price on request, Mizuki 4. J'Adior Choker necklace, price on request, DIOR 5. Baroque pearl mismatched loops on hoops, ₹42,500, The Line 6. Aloft studs, ₹4,500, Hannan 7. Marquise pear shaped diamonds and baroque pearls earrings, price on request, Kasmia Fine Jewellery

# **Advanced Treatment for Breast Cancer**

Women can regain their breasts after breast cancer

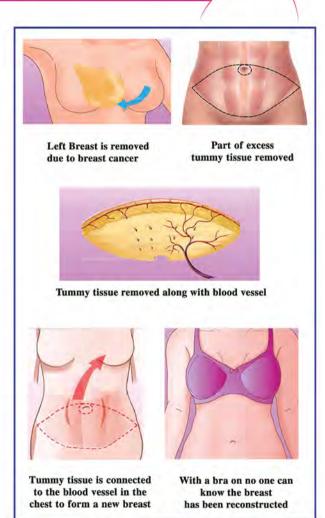




# Ganga Breast Care Cancer

Breast cancer is the most common cancer among women throughout the world. As a part of the treatment for breast cancer, the breast with the cancer maybe removed. This can be depressing for some women. The best form of reconstructing the breast is to use the excess skin and fat from the lower abdomen and shape it and make it into a new breast. This advanced method of reconstruction using microsurgery is called the DIEP flap. The new breast looks and feels like a new breast. This surgery can be done at the same operation while removing the breast cancer or can be done later as well. Breast reconstruction helps women to regain their confidence as they can get into clothes of their choice and makes them to feel complete.

Ganga Breast Care Centre at Ganga Hospital has also started a Whats App helpline +919952617171 wherein the patients can send their reports, photos or clarify their doubts with the doctor regarding breast cancer, breast reconstruction and cosmetic surgery for the breast.



Ganga Breast Care Centre Ganga Hospital,

313, Mettupalayam Road, Coimbatore - 641 043

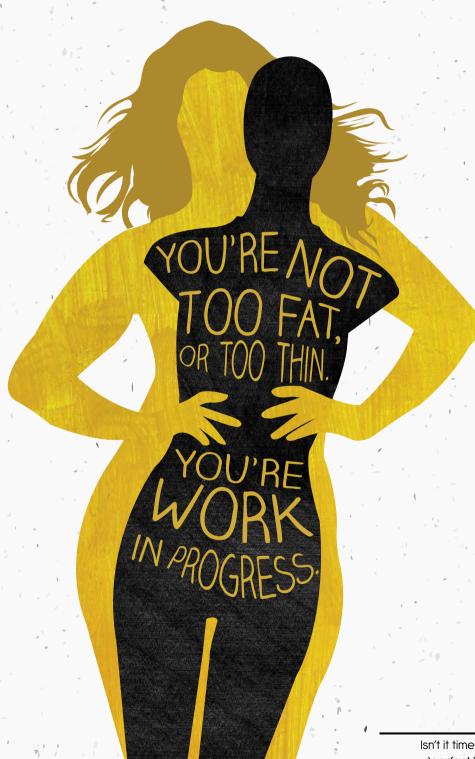
Mobile & Whatsapp: +91 99526 17171

Email: gangabreastcare@gmail.com Website: www.gangabreastcare.com





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Isn't it time we did away with the 'perfect body' myth? Let's talk. @femina.in/fitness





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worldwidemedia.in

FEMINA FILMFARE GRAZIA TRENDS GoodHomes



Democratisation

Fashion Virtual fashion films are the new runway shows.

Priyal Verma gives you the low-down on how the first-ever digital fashion month panned out



(*From bottom left*) Raw Mango, Suket Dhir, and Rahul Mishra



"We have ensured that we looked after OUR ARTISANS DURING THIS DIFFICULT TIME."

in flowy couture, to background monologues on gender, diversity, and various other depictions in which the creative envelope was pushed.

The radio silence of the industry, due to the pandemic, was digitally disrupted by FDCI's India Couture Week (ICW), starting with 12 seasoned designers showcasing their own renditions of celebratory couture. Next up, the Lotus Makeup Indian Fashion Week (LMIFW) came with a brilliant brigade of 40 designers displaying a potpourri of Indian craft legacies and contemporary diaphanous dresses. The shindig ended with Lakme Fashion Week (LFW), which was a breath of fresh air, with sustainability reigning supreme alongside exemplary neverseen-before garments. Aside from being mesmerised by the unwavering creativity of the designers, we noticed a few positive trends, leading, we hope, to a fashion revolution.

# No More Frow

Firstly, the front-row culture was tossed out with the digitalised runway, and a more democratic set-up was established where everyone was invited. The best part? You could relive the magic of a bespoke fashion show again at your own convenience. JADE's Monica Shah agrees as she tells Femina, "It's great because it allows more people to have access to our shows, previews, and events."

# **Vocal For Local**

This season, a plethora of collections came packed with Indian handicrafts, advocating for the marginalised communities of artisans, karigars, and weavers. India Couture Week was a celebration of just that with Anju Modi's delicate mukaish and foil prints, along with Shantanu and Nikhil's play of interspersing zardozi work and goth appliqué. Lakme Fashion Week's All About India segment also bowed to our indigenous handiwork and textiles

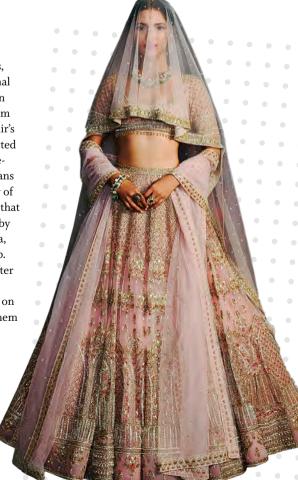


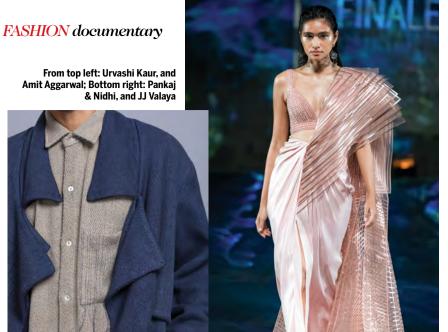
"It's great because it allows more people TO HAVE ACESS TO OUR SHOWS, previews, and events."

that remain relevant as ever. Six designers paid homage to Indian heritage through their collections, which promoted various traditional crafts. We saw Puttapakka ikats on Satya Paul's saris, and brocade from Benares interspersed in Suket Dhir's blazers, while Urvashi Kaur depicted androgyny through the shibori tiedye technique. "Most of our artisans and weavers work from the safety of their homes and from rural areas that have not been severely impacted by the pandemic," said Anavila Misra, who was also a part of this line-up. "We have ensured that we look after our artisans during this difficult time. We have constantly worked on innovating our offering to keep them meaningfully employed."

**Conscious Couture** 

Through the three Fashion Weeks, the idea of sustainable fashion was a frontrunner that grabbed eyeballs as well as >





"We need to design less, PRODUCE LESS, and use our resources <u>consciously</u>."

the centre stage. Even the sublime couture department sparkled with change through its eco-conscious presentations during ICW 2020. Amit Aggarwal incorporated recycled polymer in his mermaidlike garments. Archana Rao's SS21 collection during LMIFW projected a sustainable approach as her floral silhouettes were constructed from leftover fabrics and scraps. From Hemang Agarwal's panache-laden ensembles with the biodegradable Bemberg yarn to Pankaj & Nidhi's glamorous silhouettes crafted out of 100 per cent recycled PET bottles, LFW also saw a spike in ethical fashion. Pankaj Ahuja further sheds light on the need for sustainability, "We're trying to be more sustainable, trying to reduce waste. The pandemic has taught us that less is, in fact, more, so we need to design less, produce less, and use our resources consciously."

# Substance Over Opulence

The age-old norm that traditional Indian wear needs to be heavily surface ornamented has finally been put to rest with these events, which witnessed a huge ideological shift—couture doesn't have to be OTT to make a statement. Case in point—JJ Valaya's raw silk maximalist saris, Shivan and Narresh's flowy, airy festive collection, and Raw Mango's lightweight, yet traditionally rich line recently showcased at LFW.

# **Exclusively Inclusive**

Spotting only a few celebrity show stoppers, we finally witnessed fashion taking centre stage, sans the Bollywood overdose. Designers showcased a progressive vision by portraying real-life stories by casting diverse models to create a wholesome viewing experience for the audience. The crown for this is shared by Gaurav Gupta's inclusive cast of models and Sanjay Garg's placement of real, local people, instead of models.





"My collections are for real people; hence, when I showcase the clothes, it has to sell that narrative. My sister played the bride in my latest fashion film, *Moomal*."

#### **Fusion In Fashion**

While Indian handicrafts roared high on the digital runway in traditional silhouettes, they got a modernised touch in an unexpected contemporary way. Rajesh Pratap Singh at LMIFW revived blocking techniques over functional dresses and dhoti pants. Likewise, Varun Bahl changed the literal fabric of demi-couture with cutdana and stonework embossed in waistcoats and tulip pants.

#### **Unsung Heroes**

Lastly, the most beautiful outcome of these fashion weeks isn't the festive wear we get to splurge on, or the eye-candy films that we feasted on but the co-dependence that was acknowledged and appreciated between the designers and the BTS hero tribe of karigars, artisans, and weavers. JJ Valaya aptly offers much-due appreciation for the local artisans: "We are nothing without our karigars, weavers, and printers, etc. They are the ones who give shape to our dreams, and we have nurtured our talent with grace and dignity. If they don't remain, we will lose the very soul of India." Let's not forget how the fashion weeks sustained the livelihoods of local artisans through the financially hard time of this 'Apocalypse Now' world.



From top left: Raw Mango, Sanjay Garg, Gaurang Shah; Bottom: Abraham & Thakore, Rajesh Pratap Singh X Satya Paul, and Urvashi Kaur



"My collections are for real people; HENCE, WHEN I SHOWCASE THE CLOTHES, it has to sell the <u>narrative</u>."





#### VANITY FEMME

Fendi's F/W 20/21 collection is an ode to modern femininity, which comes with a side of bold and edgy. The structured construction is merged with soft fabrics featuring faux leather alongside lace, chiffon, and organza. Beaded tassels and other intricate texture details form the highlights of this strong vet fluid line. The colour palette ranges from concrete greys, blacks, warm neutrals, heavy pastels, finished off with a deep

Available At: Fendi stores and fendi.com



#### TRESS-CHIC

Payal Singhal and Joey & Pooh have collaborated on a collection of luxury handcrafted headbands. With an intention to bring headbands into fun festive wear, the duo designed this by adding metallic tassels, detachable hangings, and pompoms. Intricately-detailed 3D embroidery and floral motifs dominate over muted, pastel tones.

Price: ₹2,999 onwards Available At: joeyandpooh.com

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

#### THE '70S SHOW

Dior has successfully brought back the '70s with the 30Montaigne sunglasses. Revealed at Dior's FW 2020-2021 show, the square-framed glasses exude high-voltage retro glam, offering us colour choices between classic ivory and black. Detailed with ultra-chic tints of burgundy, blue, and grey, these pieces are encircled with fine gold edges, tailor-made to complement your couture.

Price: On request

Available At: Dior stores and dior.com

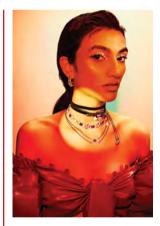




#### **UPCYCLED CLASSICS**

Ready-to-wear brand Genes by Lecoanet Hemant presented an alternative way to repackage garments by launching the Love in Black & White collection. Upcycled timeless styles from the Genes archives were transformed into black and white shirts and t-shirts. Signature styles were subjected to manipulations for revamped results.

> Price: ₹2,999 onwards Available At: geneslecoanethemant.com



#### **METALLICA**

Invoking the '80s punkrock feel. Outhouse iewellery launched its novel collection. OH Celeste. Built on its iconic motifs empire, the collection features rings, studs, and bracelets with embossed Swarovski pearls, and encrusted crystals. If you're looking for a statement-jewellery piece, it doesn't get more OTT than this.

Price: ₹3,400 onwards Available At: outhousejewellery.com

#### **UPTOWN FUNK**

Aniket Satam's Trail Mix is a happy frenzy, curated with its own sweet surprise. This collection boasts wardrobe essentials to survive the new normal in breezy, comfortable silhouettes. With anti-fit jackets, casual shorts and teeny-tiny crop tops, the garments are drenched in a palette of happy, vibrant tints of yellows, pinks, blues and greens, in whimsical fun prints.

Price: ₹3,500 onwards

Available At: @pinkporcupine (e-shop)





#### VINTAGE REVIVAL

The ARRUGA SS21 capsule collection by Nimrooha is inspired by the dandy sartorial style of English aristocrats. Abstract textures of embroidery and prints dance over fabrics ranging from hand-spun Muga silks to organza. In oldschool silhouettes with geometric patchwork and innovative pleating, the garments come in teal, coffee, dusty pink, and white. Price: On request

Available At:

nirmoohafashionhouse.com

#### REGAL RAJASTHAN

Raw Mango's Rajasthan-inspired collection is tailor-made for the upcoming festive season. The inspiration was drawn from the trademark Marwari style of the land, as well as traditional Rajput garments, with a peacock as the central motif. Bandej and gota work techniques give life to the gulabi rani, red, green and white tints flowing over the vibrant lehengas and cholis.

Price: On request

Available At: Raw Mango stores and

rawmango.com





#### HAPPY SOLE

The Fizzy Goblet x Rahul Mishra capsule jutti collection is a blessing for your feet as the festive season is around the corner. The functional yet extravagant footwear sports intricate 3D embroidery, marking the couturier's signature element, delicately handcrafted in vivid colours like black, pink, and ivory by local artisans. These embroidered pieces are perfect to be paired with your heavy-duty traditional ensembles.

Price: ₹2,190 onwards
Available At: fizzygoblet.com

#### RECYCLED

Nike has launched Air Force 1 Crater based on sustainable innovation and heightened aesthetics. Building on the iconic style of Nike Air Force 1, this is another iteration of it, engineered with 20 per cent recycled TPU (thermoplastic polyurethane). With an enchanting blend of tints, built over crater foam midsoles, this is your new staple conscious sneaker. Launching a design with sustainability in mind, the Nike Air Force 1 Crater tends to that without compromising on its symbolic design.

Price: ₹9,295 onwards
Available At: Nike stores and

nike.com 🖪





### LEG OF MUTTON SLEEVE

Queen Victoria's signature sleeve style, the leg of mutton sleeve forms a voluminous gathering on the upper half of the sleeve and then tends to taper into a tighter fit near the elbow/wrist area. These overblown sleeves form one of the vintage jewels, and get heads to turn for how statement making they are.

# Know?

For all those times you only pretended to know these commonly-used fashion terms, we are here to rescue you. Here's everything you need to know and more. By Radhika Gattani



Argyle
A geometrical pattern, argyle has
multiple varicoloured diamonds that give it a sense of three-dimensionality and movement. The argyle print is extremely popular with winter clothing, and is extensively used on socks, cardigans, and blazers. It is an autumn must-have!









#### **RUCHING**

Ruching is one of the most trusted techniques used by designers to make their garment stand out. It basically entails giving a garment texture and volume by gathering and pleating the excess fabric for a ripple-like effect. Ruching gives a sense of richness and delicacy, and is often used on wedding and red carpet gowns.

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"It is important to not get fooled by social media and not allow anything to make you feel negative about your appearance and personality."

oday, when I sit back and look at my journey over the years, I have learned that it's really important to never stop loving yourself. I'm extremely proud of all the choices I've made, and I believe every woman should live life with no regrets. We all grow with time, and learn a lot more about ourselves through our different journeys.

My journey has taught me a lot; I was so young when I started. As actors, we always face immense pressure to stay and look young. Personally, I believe age is just a number, and you are as young as you look. If a woman is confident in her own skin, whatever her shape, colour, or size, it doesn't matter, and shouldn't really matter ever! It wasn't easy, but I didn't quit. I wanted to work hard and make a name for myself. Life is a great teacher, and every day is a new lesson.

I have also witnessed that the idea of beauty is constantly shifting. Over a period of time, I've become more accepting of who I am and feel happier about myself. I guess it's important to not get fooled by social media and not allow anything to make you feel negative about your appearance and personality. Back in the day, there was a culture that if a woman gets married, her career is over because she might not look as appealing on the screen, but I am glad this has changed. I think everyone must know that it's wrong to put unrealistic pressure on girls and women across generations.

To break such existing societal norms, I started the #BeautyTalkiesWithRavz series, where I share my beauty rituals. The thought behind it is to share ideas that can make others feel good about themselves—mostly remedies using ingredients available at home. Many of these were passed on to me by my mom and grandmom. I started the series back in May, and, over these few months, the kind of response the series has received is overwhelming.

Speaking of this year's Femina's anniversary issue, I think it's truly truly special and is a surprise in its own way for all its readers out there. Femina has always been a part of the lives of millions of women, and has beautifully touched them in various aspects. My association with Femina over the years has always been wonderful, and this time, I was really excited and looking forward to talking my heart out. I would like to send out my love and all the luck to Team Femina for bringing together such a kick-ass issue. May you continue to be unstoppable and inspire all the ladies out there. My big love to the whole team and readers!



petual Rose

Gild your lids in pink and gold hues for a beauty look that is whimsical.



DIXI

skintreats

**Glow Tonic** 

Pixi by Pertra

**Glow Tonic** 

Exfoliating

Toner

Shahnaz

DIAMOND PLUS

NIVEA

Milk Delights"

Face Wash

 ${f E}^{
m nvisioning}$  life in rosy hues is certainly a great prospect, and you can have your eye makeup match that same high-level vibrancy with rose gold pigments. Invigorating and glamorous, this eyeshadow shade will claim the spotlight without being overbearing. The Cividini Fall/Winter 2020 runway show bears testament to the trend.

> Shahnaz Diamond Plus Exfoliating INSURANCE C Scrub

Too Faced Shadow Insurance Eye Shadow Primer

& Metal Melted **Double Ended** Nivea Milk Liquid Eyeshadows Delights \ **MOISTURISE** YOUR SKIN BY LAYERING ON LIGHTWEIGHT

> Nourish Mantra Urban Rani **Facial Serum**

> > FACIAL SER

SKIN SERUMS.

L'Oréal Paris True Match Super-Blendable

Foundation

.

LOREAL

Double cleanse with a face wash and scrub. Tone and moisturise your skin. Prep your face with primer. Mix a few drops of rose gold facial oil with your foundation on the back of your palm and blend the mixture on your face and neck. Use a concealer to cover up discolouration. Spritz on setting spray.

Etude House Lash Perm Curl-Fix

**BECCA Sunlit** 

Kava Soothing Light Day

Moisturizer With SPF 25

kaya

#### **EYES**

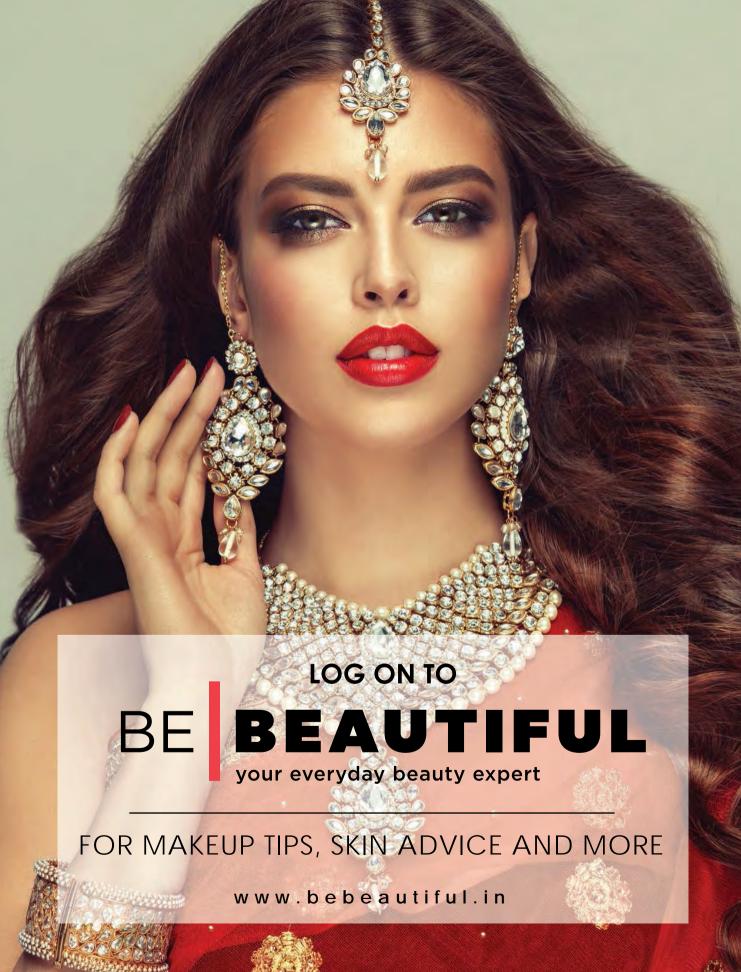
Prep the area with eye primer. Groom your brows with a gel. Blend a magenta-pink eyeshadow on your lids and into the crease lines. Top it off with a metallic rose gold liquid eyeshadow and blend well. Brush and define your lashes with a curling mascara.

#### **CHFFKS**

Use a <u>liquid highlighter</u> on your cheekbones and the high points of your face. Apply a shimmery bronzer below your cheekbones and along your hairline to sculpt and add warmth. Dot and blend a cheek tint for blush.

#### LIPS

Exfoliate and use a balm to prep your lips for makeup. Dab on a lip tint and blend for sheer rosy colour.



## HOT RIGHT NOW

All that's fresh and fun on the beauty shelf

### IRRESISTIBLE HUES

Lime Crime has been launched on Nykaa, allowing us to express ourselves through rainbow-hued palettes. Both vegan and cruelty-free, Lime Crime is known for its unconventional lip and eye tints, enveloped in ultra-chic packaging. Experiment with fun colours with its soft matte lipsticks, liquid eyeshadow palettes, and more!

Price: **₹1,500 onwards** Available at: **Nykaa.com** 

#### PEARLESCENT RADIANCE

With pearls rocking the runway trends, OPI launches its Neo-Pearl collection with a warm, muted colour palette. This limited-edition collection brings six iridescent tints, incuding nudes, pinks, lilacs, and blues that will give your nails an out-of-the-world gleam. Available in both Nail Lacquer and Gel Colour formulae, the rich tints offer a contemporary twist to otherwise regular shades. Price: ₹850

Available at: **nykaa.com** and **sephora.com** 

## 1

#### **FESTIVE GLAM**

To get you dolled up for the festivities, M.A.C Cosmetics India has collaborated with beauty guru Shreya Jain. The limited-edition festive kits feature show-stopping classic and versatile products from M.A.C. From loud lipsticks and heavy-duty liners to strobe creams, that celebrate India's vivid cultural diversity, this kit has it all.

Price: **₹1,800 onwards**Available at: **maccosmetics.in**and **nykaa.com** 



#### NATURAL DIVINITY

Bringing in happy news for skincare lovers, L'Occitane En Provence relaunches the cult favourites from its Immortelle Divine range. The range is formulated with exclusive blends that promise younger-looking, nourished, and healthy skin. The Super Extract, a 100 per cent natural alternative to retinol, enhances the skin's volume and is gentle. The Super Aqueous Extract hoards antioxidant benefits and protects the skin from sun exposure.

Price: **₹4,400 onwards**Available at: **in.locctaine.com** 

#### **PILLOW TALK**

A restorative night's sleep is what we want after a long day! The Body Shop's newly-launched French Lavender Pillow Mist is here to give you just that. Infused with the goodness of lavender essential oil, the mist lulls you into a relaxing sleep. All you need to do is spritz it on your pillow, inhale the goodness, and let it take over your senses for a soothing effect.

Price: **₹1,695** 

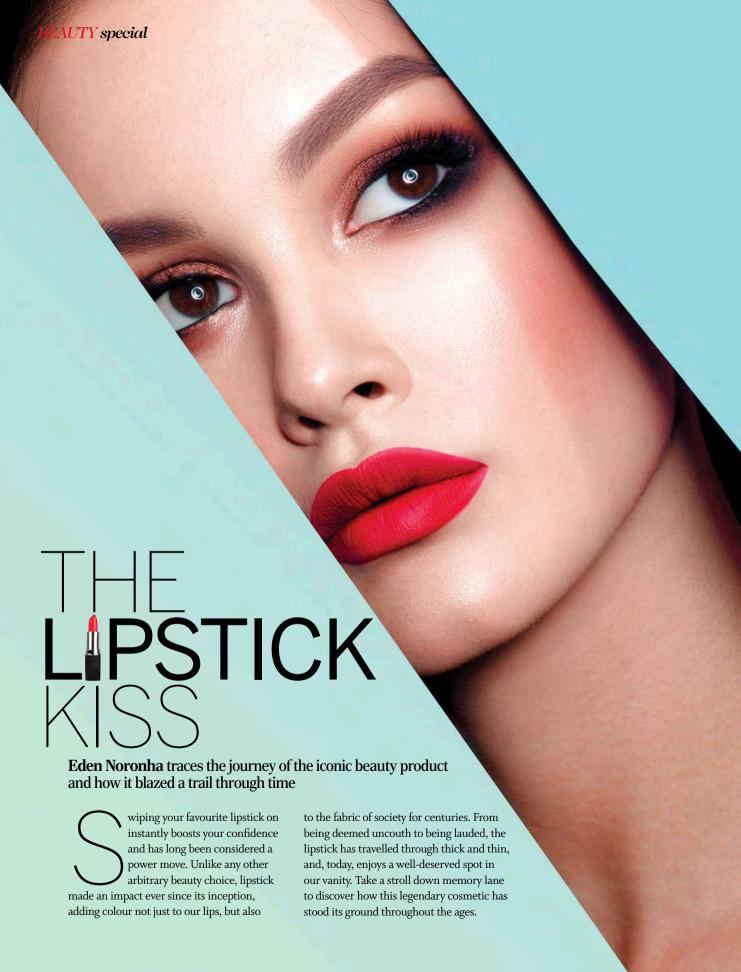
Available at: thebodyshop.in 🖪

vaila

100 ml (3.3 US FL (Z)



The Times Group invites Business Partners with 'vision' & 'capability-to-scale' for an exciting franchising opportunity of its marquee Iifestyle brand Femina FLAUNT Studio Salon





Ancient Sumerian civilisations are recorded to be the earliest users of lipstick, with pigments procured from natural substances like fruits, henna, clay, rust, and even insects. Women in Mesopotamia were more flamboyant than the Sumerians; they used ground precious stones like rubies and others to add lustrous colour and shimmer to their lips. The cosmetic use of lipstick in Egypt was reserved mainly for the upper class, and was an indicator of wealth.

Lipsticks were androgynous at the start, as both men and women in the Sumerian and Egyptian civilisations wore it in several bold hues. The Renaissance period also witnessed aristocratic, well-travelled men indulge in red lipstick and rouge, as recorded in the paintings of the period.

1884 AD
Guerlain, a French perfume
company, was the first
to produce lipstick
commercially. Its lipstick
was made with deer tallow,
beeswax, and castor oil, and
wrapped in a silk paper.

**1915** psticks ir vlindrical

invented by
Maurice Levy. By
1920, lipstick had a permanent place in the daily lives of women. In 1923,
James Bruce
Mason Jr made the swivel-up tube and gave us modern lipstick as we know today. The fashion icons of the day were the silent era movie stars, and women loved re-creating their dark lips. Plums, aubergines, cherries, dark reds, and browns were the most soughtafter colours in this era. Lipstick was inexpensive and mass produced.

Magazines encouraged women to wear stylish

In 16th-century England, Queen Elizabeth I loved wearing red lipstick, and actually believed that it had magical powers that could prevent death. Ironically, the cause of her death was ruled to be lead poisoning due to high amounts of the element in her lipstick; moments before she died, she was said to have kept applying lipstick and was found deceased with a half inch-thick layer of red lipstick on. Queen Victoria hated red lipstick; during her reign, the cosmetic was perceived to be ill-mannered and was only reserved to be used by prostitutes and actors, both of which were marginalised professions at the time. In India, Mughal rulers were fans of the cosmetic too, but, instead of lead-laden formulas, the women used bay leaves or kifayti paan to acquire a reddish tinge on their lips. >

#### **BEAUTY** special

The 20th century recognised red lipstick as a symbol of female protest. In 1912 New York, cosmetics entrepreneur and women's rights advocate Elizabeth Arden handed out red lipstick to the marching suffragettes who were fighting for women's right to vote. The suffragettes in the UK, the US and other places wore red lipstick literally every day from then on, as part of their means to protest without saying a word. They helped make red lipstick a sign of a 'modern woman'.





In India, actor Madhubala was known to break beauty norms. The '40s were a time when most female actors would shy away from bold makeup and wearing pants, but Madhubala sported them all. She flaunted glossy red lipstick in all its glory.



In the 1940s, World War II made red lipstick a political tool. Adolf Hitler infamously hated red lipstick, and so it became compulsory for every woman who joined the US army to wear the crimson cosmetic. Beauty brands caught on to this wartime trend, with Helena Rubenstein introducing 'Regimental Red', and Elizabeth Arden launching 'Victory Red' among others. The US government approached Arden to create a regulation lip and nail colour for the women serving in the forces, and she came up with 'Montezuma Red', the mandatory US army red lipstick shade that matched and accentuated the red piping on their uniforms. Women who took on professional jobs while their husbands went to war were also encouraged to wear red lipstick as a means to boost morale. Churchill wouldn't even allow lipsticks to be rationed during the war due to this reason.

#### **LIP TRENDS**

#### Marilyn Monroe Red Lips

The star was widely acclaimed for her iconic beauty. From her hair to her makeup, she exuded sex appeal and star quality like no other. Her signature red lipstick look is what popularised the trend world over. Monroe would use a combination of different shades of red on her lips to create her iconic voluminous red pout. She would apply a darker shade on the corners and outlines of her lips and a lighter shade at the centre, and then top it off with gloss. The exact shade of red she wore was Ruby Red from Max Factor, and that particular shade is still available today. It is, in fact, a part of the brand's Marilyn Monroe collection.

#### **Cupid's Bow Lips**

In the 1920s, the Cupid's bow lipstick trend was prevalent, especially in the popular shades of the silent movie era—deep reds, plums, and browns. Hollywood actor Clara Bow helped popularise the trend too. The trend required one to make a puckered shape on the lips that did not follow the natural lip lines. Ideally, this trend could be created by applying the pigment with your thumbs like a thumbprint.

#### **Lipstick Breakthrough**

The '60s and '70s saw lipsticks take on a whole new evergreen avatar. Lip glosses and flavoured lip balms became popular. Mood lipsticks that changed colour according to your skin's pH levels were also part of an interesting trend. Whacky colours like iridescent blue shimmer, purple, and green, were all introduced and worn. This was the era of many political movements and a surge of pop culture through music.

Ghee mixed with dry petals of ratan jyot was used as therapy for chapped and sore lips as an Ayurvedic practise in India. It later took up cosmetic value and is still used as a natural lip colour in some parts of the country.

#### **MILESTONES**

Crushed gemstones in lipstick formulas

First commercial lipstick by Guerlain Red lipstick accepted by

queens in the British Royal Family Mandatory red lipstick for female troops in the US

Teenage girls rebel by wearing pink because they were not allowed red Invention of stain-

Lipstick as a means of female protest

A shift of perception, from lipstick being associated with prostitution to feminism





#### 1930S

Max Factor started selling lip gloss, which became a huge hit among the masses as earlier it was only reserved for Hollywood actresses. Hit by the depression, lipstick was an affordable luxury for the women in this era. Deep plum and burgundy were some of the preferred shades of this era.

#### 1950S

In 1952, Queen Elizabeth II created her own shade during her coronation. The shade was customised by the Queen's favourite brand, Clarins, and called the 'The Balmoral'. The colour matched her coronation robe.

#### **KISS-PROOF LIPSTICKS**

Hazel Bishop, a chemist, successfully came up with a kiss-proof lipstick in the '50s. Shortly after, Revlon introduced its own range of smudge-proof lipsticks and many other brands followed suit.

#### The Current Stance

The metamorphosis of lipstick is truly phenomenal. There was a recent drop in lipstick usage due to the pandemic, but this cosmetic could not stay at the back of our beauty shelves any longer. Today, transfer-proof lipsticks are the need of the hour, and tinted lip balms have temporarily replaced a bold bullet lipstick, at least until we can safely ditch the masks. Brands are now more conscious about lipstick formulas. 'Cruelty-free', 'eco-conscious', 'vegan', are some of the key words in lip products these days; we aren't complaining.

So, the next time you reach for your lipstick, think about its exciting journey through history, and how the baton of female empowerment has passed on to you.















MULTICOLOURED REUSABLE 3 PLAY PRINTED MASK WITH POUCH, ₹749, ROCKY S; EARRINGS, ₹4, 500, CORNERSTONE AT MINERALI. SENIOR FASHION STYLIST: YUKTI SCDHA FASHION COORDINATOR AND STYLIST: RADHIKA GATTANI MODELS: VARTIKA, SINGH AND GAYATRI BHARDWAJ AT TIMES TALENT



Bollywood actor **RAVEENA TANDON** shares some of her tried-and-tested home remedies to keep beauty rituals clean, simple, and effective



hether to compensate for limited skincare supplies or to kill boredom, we have all resorted to home remedies during the lockdown. From whipping up face masks using kitchen ingredients to discovering a remedy for a scalp issue, we have all started a love affair with beauty DIYs.

We wanted to take some cues from Raveena Tandon's DIY diary, so we got our beloved celebrity to share some of her favourite at-home care tips with us. Like most of us, one of the constructive ways in which Raveena chose to spend her lockdown days was getting back to her roots. She started a weekly series called #BeautyTalkiesWithRavz on her social media handle to share her tried-and-trusted beauty secrets with her audience, including hacks and remedies that have been passed down to her by her mother and grandmother.





## LUSCIOUS LOCKS

#### **REMEDY:**

Indian Gooseberry (<u>Amla</u>) Hair Mask

#### INGREDIENTS:

6 amlas, 1 cup milk

#### Method:

Boil the *amlas* in the milk until they get soft. Deseed and mash them into the mixture. Apply the pulp on the roots of your hair and massage well. Leave on for 15 minutes, and wash off with lukewarm water.

You don't need to use shampoo

You don't need to use shampoo to rinse this off.

#### Raveena's Verdict:

The world we are living in is highly polluted and full of chemicals. So, gradually, I've started using organic products. I swear by this remedy. I've seen my hair getting shinier, softer, and stronger.

The tartness of the amla removes all the dirt from the hair, leaving it clean and silky. Follow this twice a week for desired results.



"THE WORLD WE ARE LIVING IN IS POLLUTED **AND FULL OF CHEMICALS. SO, I'VE STARTED** USING ORGANIC PRODUCTS."

### **BRIGHT EYES**

#### **REMEDY:**

Milk Patches

#### **INGREDIENTS:**

1 bowl cold milk 2 cotton pads/balls

#### Method:

Soak the cotton pads in the bowl of milk for a few minutes. Squeeze out the excess milk, and place the pads over your eyes for a relaxing effect.

Do this exercise regularly to soothe and relax tired and strained eyes.



#### Raveena's Verdict:

The online classes and work-fromhome scenario has increased everyone's screen time. Due to this, our eyes seem to get tired very quickly. I often use this remedy to relax my eyes after a long and tiring day, and then enjoy a good sleep. I've made this a part of my daily routine; apart from soothing tired eyes, it benefits the under-eye area as well. >

## GORGEOUS GLOW

#### **REMEDY:**

**Ubtan** Face Pack

#### **INGREDIENTS:**

1 tbsp whole wheat flour Fresh cream A pinch of turmeric powder

#### Method:

Mix the ingredients to make a paste. Apply this on clean skin, and let it dry until the flakes start peeling off the skin. Wash it off with water; a face wash is not needed. This remedy helps to keep the skin soft, supple, and glowing.

#### Raveena's Verdict:

This is one of the best and most effective natural remedies for healthy skin. It's a natural moisturiser and works as a replacement for your regular face wash. With the wedding season around the corner, all brides-to-be should try this. It not only removes dead cells, but also leaves the skin softer.





## **GENTLE EXFOLIATION**

#### **REMEDY:**

Oatmeal Moisturising Face Scrub

#### **INGREDIENTS:**

2 tbsp oatmeal 1 tbsp honey 2 tbsp raw milk

#### Method:

Grind the oatmeal to a powder, add the honey and raw milk, and grind again. Keep the consistency a little thick. Apply it over the face, and leave on for 15 minutes. Wash it off once it dries.

#### Raveena's Verdict:

This oatmeal face pack is my alltime favourite; it makes the skin feel fresh, soft, and nourished. Oatmeal works as an excellent moisturiser with healing and antiinflammatory properties. It's full of antioxidants, and,thus, makes for a great scrub. For me, it's the ultimate solution to all my skin problems. Use this twice or thrice a week.



"OATMEAL WORKS AS AN EXCELLENT

MOISTURISER WITH HEALING AND ANTI-INFLAMMATORY PROPERTIES.

THIS MASK MAKES THE SKIN FEEL FRESH, SOFT, AND NOURISHED."



#### Method:

Make a paste of the cumin seeds, using water as required, and apply it on the affected area. Leave it on until it dries. Wash off with rose water or regular water.

#### "MANY OF THESE REMEDIES HAVE BEEN

PASSED ON TO ME BY MY MOTHER AND GRANDMOTHER."

#### Raveena's Verdict:

This remedy not only cures breakouts, but also prevents them. Whenever my skin gets too oily, or I see a pimple popping up, I don't think twice before using this paste.

FEMINA TESTIMONIALS

## TRIED AND TESTED

TEAM FEMINA MOVES A STEP CLOSER TO FITNESS WITH 'THE BEACH BODY' WEIGHT MANAGEMENT GUMMIES WITH GREEN COFFEE BY POWER GUMMIES

"The fact that these gummies have green coffee extract propels it much further in comparison to other weight management products. Two gummies a day for the last month and I am already noticing the difference. I feel my metabolism is now in check, despite my erratic schedule due to the lockdown, and reducing my sugar intake. Now, I feel refreshed, satiated, consume a controlled diet and don't stress about putting on the dreaded 'lockdown weight'!"

– Aishwarya Acharya, Junior Feature Writer he pandemic changed all the existing rules, even for fitness. Gym and fitness centres are now replaced by home workouts and online fitness classes. However, it has allowed us time to be mindful about our health. As they say you are what you eat, 'The Beach Body' Weight Management Gummies with Green Coffee by Power Gummies have entered at the right time! With green coffee beans, L-carnitine and vitamin C, this vegan, sugar- and gluten-free supplement helps in weight management. Needless to say, its tangy taste is an add on! There is no better promise than that of getting a 'beach body' in 90 days! Team Femina tried these gummies and here's what they have to say about it.

"The mission for the beach body had been put on the back burner this year, for obvious reasons, but needed to be back on the fitness track at some point.

Took baby steps by taking these vegan and sugar-free power gummies that helped keep the unwanted bloating away. As an additional plus, these glutenfree vitamins taste like regular gummies which makes it hard to stop at just two a day."

– Ruman Baig, Fashion Writer "I am a fitness enthusiast, and the lockdown ceased my gym sessions! Though I am mindful about what I eat, the power struggle with carbs and fat while being at home all the time was tough to deal with! At least I could satisfy my taste buds with these gummies (they taste like a candy) while they helped boost my metabolism. It's a gradual change but it's for real."

Sukriti Shahi,
 Assistant Beauty Editor



FACE
Follow a CTM routine and then prep your skin with a primer.
Apply a BB foundation on your face and neck. Cover up blemishes and discolouration with a concealer. Set the areas that get oily with translucent powder. Lock in the base with a setting spray

once all the makeup is applied.

Nudestix
Nudies All
Over Face
Colour
Glow

BLUSH
FARD A JOUES

ALL OVER FACE COLOR
WILLEUR POUR TOUT LEVISURE

Kiko Milano
Amalfi Baked
Bronzer

Highlight your cheekbones and the high points of your face with a creamy highlighter. Use bronzer below your cheekbones and across your jawline to sculpt your features and create a sun-kissed glow. Blend an earthy pink matte blush on your cheeks.

**CHEEKS** 

## COFFEE

Play with brown and bronze pigments for a smoky eye effect that is warm and versatile, savs **Eden Noronha** 



It's time to re-establish your relationship with makeup and what better way to do so than with a classic trend? Smoky eyes are a go-to look for every occasion, from a casual date to a glamorous event. It is also the best trend to sport when you do not have much time on your hands, but still want to look as alluring as a movie star. Shilpa Shetty Kundra shows you that this look is also an exceptional choice for a full-blown magazine cover shoot!

#### MAKE IT YOUR OWN

FOR A WEDDING	FOR A DATE	FOR VIDEO CALLS
Add glitter on top of	Skip the kohl and	Smudge brown kohl
the bronze	shimmer. Apply only the	on your lash lines and
eyeshadow for a	chocolate brown	sharply define your
shimmery effect.	eyeshadow on your upper	water lines with it. Use
Adhere falsies to	and lower lash lines with	eyelash growth
boost your lash game.	an angled brush.	serum.

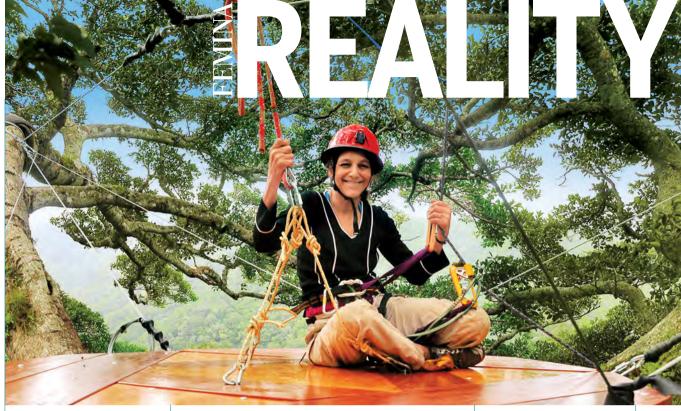


Groom and style your brows using a brown eyebrow pencil and spoolie brush. Swipe a chocolate brown eyeshadow on your lids and lower lash lines. Dab a metallic bronze shadow on your lids. Define your water lines with dark brown kohl and smudge it for a smoky effect. Amp up your lashes with mascara.



#### **LIPS**

Apply a lip mask to deeply nourish your pout. Exfoliate with a scrub to remove dry skin. Moisturise with lip balm. Swipe on a nude lipstick and blot it so that it stays put.



grew up climbing trees in my parent's front yard—there were eight maple trees along the driveway—in suburban Maryland in the US. Here, my time was undisturbed. This was in the 1960s. That childhood interest soon turned into a love for climbing trees, and, as a natural progression,

became my field of interest, which led me to discover the field of treetop biology as a scientist. When I began work, little did I know I would become an inspiration for many, including a series of explorer Barbie dolls!

#### I am a a geek, and proudly so! Growing up...

... as is common for the children of immigrant parents, my siblings and I were expected to excel at school—to get straight As, and capture academic honours. I loved learning, especially biology and languages. I studied Latin, which led to my becoming a member of the Latin Scrabble Club, the ultimate in 'geekiness'!

### I did hear a few racial epithets when growing up...

We were the only Indian (or half-Indian) children

## INTO THE FUTURE

Scientist **NALINI NADKARNI** is the inspiration behind one in a series of inclusive <u>Barbie</u> dolls, aiming to create awareness among young girls. She shares her colourful journey. As told to **Shraddha Kamdar** 

in our neighbourhood. I recall only a few childhood incidents when other kids would call us racial epithets (the N-word) because we had brown skin. When we told my mom, she said that we should not mind it, as those kids simply didn't understand who we are, and what our background is. It didn't seem to matter with my friends. I cannot recall a single incident

in which someone I have interacted with has taken offence or thought less of me because my skin is darker, or because my name is Indian.

## My father is from Thane, Maharashtra, but I did not face a sense of identity loss, in fact, I grew up with two identities...

Growing up with an Indian father and several Indian customs, but living my life in America left me not

with a loss of identity, but with two simultaneous identities. I was definitely American—that was my citizenship and my residence—and I spoke like an American, played American games, went to American schools, and had American aspirations. But I looked Indian, we ate Indian food, slept on mattresses on the floor, we had

little furniture in our house, and said *namaste* to Ganapati in the little altar in our pantry. The two >

"I loved learning, especially biology and languages. I studied Latin, AND BECAME A MEMBER OF THE LATIN SCRABBLE CLUB, THE ULTIMATE IN 'GEEKINESS'!"

identities were a tapestry, with threads of each side woven together to make a unique pattern.

### I was always inclined towards science... which led me to my field

As a kid, I loved climbing the trees in my parents' front yard. When I first visited the rainforests in Costa Rica as a graduate student at the University of Washington, I looked up to the forest canopy, and thought of the birds and monkeys that were high above the forest floor, and had scarcely been explored, since there was no way to get up to the treetops safely and non-destructively. Scientists are supposed to explore the unknown, so that seemed to me the place to carry out my studies.

### Canopy studies is an interesting subject...

Canopy studies tries to understand and document the microenvironment (the sunlight, moisture, and wind regimes) of the treetops, and how they relate to plants, animals, fungi, and microorganisms that have evolved to live up there for a part or all of their life cycles. In many tropical and temperate rainforests, a tremendous diversity of life lives up there, gaining the resources it need high above the forest floor. Those plants and animals also exchange materials and energy with other parts of the forest as branches and trees fall to the forest floor, or through their movements through space and time.

To spread awareness of my field among young girls, I fashioned my own Treetop Barbie and sold it online...

A part of my work is to raise awareness and create a sense of care and stewardship for trees and other parts of nature. I want to do this not only with people who already care for nature, but also those who might not think nature is important. So I figured out that if I could link it to something people already admire, perhaps they would wake up to the value of trees. What do little girls admire? Barbie! That's when I thought making a 'Treetop Explorer' Barbie that would have an impact on little girls.

It became a gamut of ideas when
I consulted with a toy manufacturing
company on creating its Explorer line...
I focused on making the Explorer Barbie as



real as possible, but also including scientifically correct clothing and accessories (helmet, notebook, guidebook to the plants that grow in the canopy, vest, boots, crossbow). When I was asked to be an advisor

to the company in question, they sent me drawings of the drafts of the clothing and accessories, and I commented on them. For example, I said 'no' to the pink boots they started out with. Biologists don't wear pink boots! They wouldn't blend in with the forest floor. They took most of my suggestions and advice.

#### My advice to young students...

Figure out what you like to do, but be flexible in the forms it might take. Ask for help from people who can give it to you. Don't be afraid to be goofy or different.

#### There is life beyond work...

I love being in the outdoors, especially in places where there are trees and mosses. I go backpacking and take a week-long solo hike in the Alpine Lakes Wilderness in Washington State every summer. I recently learned to carve wooden bowls on the lathe, a new connection I now have with trees and wood. I like to shoot basketball baskets at the neighbourhood playground, just for fun. I love cooking big dinners for my friends—my husband Jack and I have a weekly 'Monday Home Evening' in which we cook up a giant dinner and invite 20 to 30 friends over to eat it and share conversation and a sense of community.



# TOWARDS A BETTER TOMORROW

Mother of a differently-abled son, **SHARMITA BANERJEE BHINDER** fought all odds to provide him with encouragement, and then established an NGO to extend it to other children. The determined lady chats with **Radhika Sathe-Patwardhan** 

ometimes life gives you obstacles that may seem unfair or too extreme. But you are given choices. Break through the obstacles or let the obstacles break you." – Anonymous.

Life put many obstacles in Sharmita Banerjee Bhinder's path, but she chose to break them and how! "Life was difficult for me," she says, "I had lost both my parents by the time I was 17. I had three miscarriages and a brush with a molar pregnancy that could have been carcinogenic..." Her younger son, Manay, was diagnosed with Asperger syndrome, after nine years of struggling to understand what was ailing him. In 2011, she suffered a stroke. Today, it seems that the multifaceted entrepreneur took it as it comes, and all in her stride. A lawyer, poet, writer, activist, soft-skills coach and English language trainer, this mother of two sons-Nishaant and Manavhas been trained in angel healing, pranic healing and spiritual healing, and founded an NGO for special children, EmPower, in 2015.

When Manav was diagnosed with Asperger's, she realised the tough battle that lay ahead. "I focused on strengthening his abilities, instead of only focusing on the problems, and enrolled him in extracurricular activities like dance, music, art and theatre." She taught him to be independent by having him help around the house—looking after the dogs, helping in the kitchen, watering the plants, shopping in the market, and doing his own chores. "I always told him that each human being has some disadvantage, be it mental, physical, in health, height or in weight. You need to focus on what is positive and improve what you lack," she shares.

The seed of the need for an NGO like EmPower was sown when she realised the huge problem that children with special needs face, and the lack of proper help, from her own



"I always told my son that each human being has some disadvantage.

You need to focus on what is positive."

experience. There were no parent support groups, and society, as a whole, had a way of looking the other way when it came to differently-abled children. There was a lack of material resources, as also proper awareness about the different types of syndromes and disabilities. "Across the globe, research shows that almost 20 per cent of the population is mentally challenged. Of them, 11 to 12 per cent suffer from dyslexia, while others have autism, Asperger's, ADHD, cerebral palsy, Down Syndrome, etc," she points out. Awareness advocacy became her focus, and it was on World Mental Health Day 2015 (October 10) that EmPower was founded to address these problems. >





The idea is to include specially-abled children into mainstream society. The organisation holds fundraisers, picnics, fashion shows, and other events in which these children participate. It also offers medical support and counselling, and holds workshops and therapy sessions. Be it supporting the wheelchair-bound cricket players from Punjab and Chandigarh with food, equipment, etc, or providing menstrual hygiene products to those in need along with legal aid for those who cannot afford it, EmPower helps in any way it can.

While society is changing its viewpoint when it comes to special children, the change is slow. The reason, Banerjee Bhinder believes, is lack of activism. While there is 'sympathy and pity', there is no empathy. "The government has funds and agencies, but it has not enrolled the parents or the NGOs to formulate the laws and benefits so, while there is progress, it is slow and inadequate," she points out.

According to a report by Laxmi Narayan Choudhary and John Thomas, The Rights of Persons With Disabilities (RPWD) Act of 2016 says, "The appropriate Government shall ensure that the PWD enjoy the right to equality, life with dignity, and respect for his or her own integrity equally with others." There are 21 types of disabilities listed in it and about three to four per cent reservation is provided for jobs and many provisions, according to Banerjee Bhinder. "The reality, however, is that it

"When laws are made, teachers, parents, NGOs and social workers in the field should be present to actually understand the issues with people with challenges."

Above Left: At the **EmPower Elysian Diva,** a fashion show where children walked with models:

Right: With Manay, husband Tony, and Nishaant

fundraiser

does not percolate down as parents have limited resources. When laws are made by lawmakers, there must be the presence of teachers, parents, NGOs and social workers in this field, to actually understand the issues with people with challenges and create better solutions."

She shares her two bits for parents of children with special needs: "You have to be happy,

> balanced and energetic to provide for a child. Parents get caught up in doctor's therapy and forget to live, which harms the growth of the child in the

long run." She believes that, with determination and perseverance, one can fulfil all of one's dreams. "Take small steps; together,

they become a long walk! Don't stop and don't

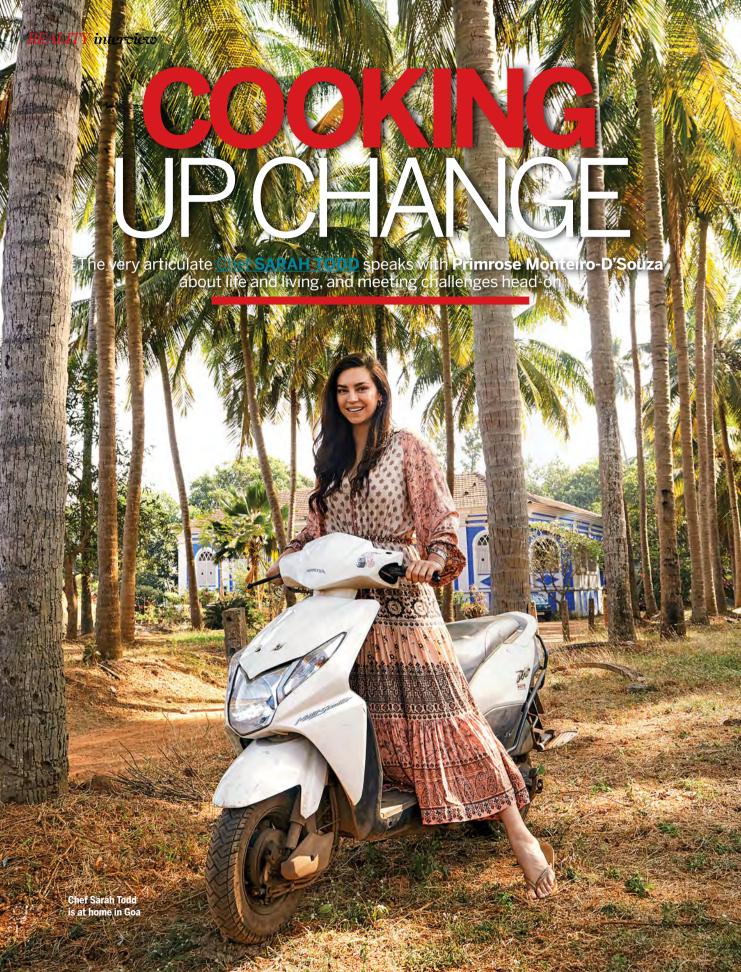
> let go," advises Banerjee Bhinder. The dream she is working towards is to build an educational institution where

everyone studies and grows together-be it 'normal' children or those with any form of physical or mental

challenges. [3









first met Chef Sarah Todd when I hosted a chefs round table. Already hassled by the fact that it was going to be recorded (this was a few years ago, when everything was not automatically captured on video like it is these days), I was a little anxious about being in a room with so much star power. When Sarah walked in, the private dining space at By the Mekong at the St Regis Mumbai lit up. Her wide, open smile did not falter while we went through the tedious motions of having body mikes put on us, and through countless takes to set volume levels. She was down to earth, and absolutely friendly with everyone who asked for autographs, something I saw again when she was on a panel I moderated at the Times Travel Fair, where college students and food enthusiasts alike surrounded her in a way that would have had a Bollywood star screaming for security. She has also wined and dined me at The Wine Rack in Mumbai, where I found the food to be a fascinating mix of the

"Life throws you curveballs.

Sometimes, you duck and weave and, sometimes, you hit it out of the park!" Australian and Indian influences that now colour all Sarah's food. We email back and forth about life and living for this interview. I remind her about how she has brushed herself off and gone on bravely after each roadblock—the last being a massive fire that wiped out the earlier avatar of Antares, her restaurant in Goa. Getting to it is on my list of things to do very soon, as, no doubt, it is on hers. As I write this, Sarah is in Melbourne, Australia, in lockdown. Her yearning for her second home is evident in her Instagram feed, and in the food she's putting out to the world, even as she makes the best of time at home, spent bonding with her son Phoenix, and learning new skills. For Sarah, it seems life is always about new beginnings, but also about a positive attitude and the resilience to face change head-on.

From model, to chef, to author, restaurateur, television star and influencer, your life has been a fascinating set of changes, iterations, and new beginnings. Tell us how you approached each of these.

Life throws you curveballs. Sometimes, you duck and weave and, sometimes, you hit it out of the park! We all face challenges in life, whether on a personal level or in our chosen careers. It was during my modelling days that I learned very quickly that I could not take some of the criticism personally. I would hear, 'Your hair is the wrong colour. Your approach isn't working for us. You're too short, tall, fat, thin!' The list went on. Initially, the comments consumed me, and I exercised excessively to become the stereotypical model. Then I realised that I wasn't the typical size zero model and found my own niche in the market without starving myself. I developed confidence and a thick skin and went on to have a successful modelling career.

After my son was born, I felt I needed a challenge. If work was going to take me away from him, I wanted it to be rewarding. I developed a love of cooking, and, during a break on a long day of modelling, I decided to give myself one year to make a career in cooking. I enrolled at Le Cordon Bleu in London and topped my class. I applied to *MasterChef Australia*, and was selected in the top 50. With that change in my career came new challenges. I didn't know if I would be accepted by the viewers or, in fact, if my skills

as a cook were good enough. Well, I did prove myself worthy. I have carved out a career as a chef. In a male-dominated profession though, it has not been easy. I remember how, feeling completely defeated one day, I called my Mum to complain. She has a no-nonsense attitude and simply told me I had come too far to throw in the towel. I pulled myself together and worked harder and smarter to achieve my goal.

None of us is perfect; it is our imperfections that make us unique. I've learned not to be afraid of failure, because it stops you from trying something new.

#### What has been your mantra as you added new layers to your life?

To keep evolving. The day after I left school, I printed 50 resumés. I asked Mum to drive me around the city so I could drop them into various businesses. Unlike most of my friends, I did not have a clear idea of what I wanted to do. I am a hard worker, and, no matter what the task, I give it my all. By the time I was 18, I had had five jobs. I love learning and would never say 'no' to anything.

Nothing has really changed; today, I am juggling a new cookbook, a new television programme, and, together with my brother, developing a chilli sauce brand. COVID-19 has created many challenges, but it has also given me the luxury of time to spend with my son. I have also honed my skills in another passion of mine, photography. Because of the lockdown, it is impossible for me to engage a professional photographer, so I learned the nuances and technical aspects of lighting, angles, shadows, contrast, etc. It now feels completely natural. Phoenix and I have made several cooking videos together, which has been a wonderful bonding experience.

#### You have made India your second home...

In 2014, when I cooked *aloo gobi* during a *MasterChef* challenge, I amassed about 50,000 followers from India almost overnight. I hadn't realised that *MasterChef Australia* was so popular in India. I organised a two-week cooking tour and instantly fell in love with the country and its people. Indians are passionate about cooking and eating! Last year, I made 13 international trips, most of them to India.

"I've learned not to be afraid of failure,

because it stops you from trying something new." It has become my second home. Although the cultures of India and Australia seem so different, our family values are very similar. My Mum has visited every year, and has also fallen in love with India. The last two years, my nephew has also joined us. He and Phoenix love exploring India together.

#### How have your interactions been with Indian women?

I am blessed to have strong, independent women in my team in India. They are trustworthy, truthful, and not afraid to speak their mind. I believe women in India are breaking down barriers and I am looking forward to seeing more female chefs in the industry.

#### What have been your biggest learnings here?

I love the ingenuity of Indians. When Antares was up and running, the street was lined with stalls. India is a country of entrepreneurs and their resourcefulness inspires me. At times, the restaurant would be so busy that I would >



feel overwhelmed. To get some peace, I would visit the Maggi noodle stall just outside the entrance. The vendor would never accept payment, but we would sit for a while and have a chat. It was a wonderful stress release and a fond memory.

#### You are an inspiration to women worldwide...

Social media has allowed us to connect with people all over the world on a more personal level. I believe we have an obligation, especially to young people, to be positive role models. There was a specific moment in my life when this realisation hit me. During the build and even after the opening of Antares, there were times when I thought I could not continue. One morning, I sat on the end of my bed feeling sorry for myself and crying. Then I got dressed and headed into the restaurant. It was a busy day, and I was doing the pass when a young girl tapped me on the shoulder. 'Ma'am,' she said,

"My advice to Indian women:

Support each other! Together, we are stronger and more powerful. And have fun along the way!" 'my friend and I have travelled six hours to meet you. She is a huge fan. Please say hello?' As I walked over to greet her, I could see she was crying because she was so happy to see me. It was the slap in the face I needed. At that moment, I realised it wasn't just about me anymore. I was inspiring young girls, especially in India, where they must fight for equal opportunities. A female chef in a male-dominated industry was inspiring to them; it gave them hope that they, too, could achieve anything.

#### You have spoken about the challenges and rewards of being a single parent.

There is nothing more rewarding than being a mother. The focus shifts from yourself; you are now responsible for this tiny human being. Everything I do is about creating a legacy for Phoenix, and I don't mean just in the material sense. Growing up, we did not have a lot of money, but we had everything we needed. We were taught to be respectful, well-mannered, and to treat everyone equally. I want him to learn the value of hard work, and I also love to spend quality time with him so he understands the importance of family.

#### What have been your challenges and triumphs through this lockdown?

Victoria has been in lockdown since March, so the biggest challenge for me has been not being able to return to India. I have been busy though, completing my cookbook and filming two television series; I can't wait for them to be available in India. A third, *The Perfect Serve*, is now airing on Sony Six. I was also one of three female chefs invited to provide a degustation menu for a fine-dining experience at the Australian Open (AO), captured in a five-episode documentary series

#### What next?

I am looking forward to getting back to India, into the restaurant and, of course, tucking into the street food and Indian cuisine. I am launching my new cookbook in March 2021, and also working on a product range that will hopefully launch around the same time.

#### Your advice to the women of India?

Support each other! We all face the same challenges; together, we are stronger and more powerful. And have fun along the way!

## KOMAL PANDEY, THE FIRST LADY OF DIGITAL FASHION

Fashion content creator KOMAL PANDEY's sartorial style is making waves for all the right reasons, Nikita D'Silva finds out

ike poetry in motion, Komal Pandey flits effortlessly from minimalism to maximalism and everything in between. Be it modest fits or skin show, her mercurial style morphs to fit the trend that she is decoding, in ways that boggle the mind. Her content encourages you to slip into whatever makes you feel good. Period. By styling one clothing piece several ways, her series promotes not only sustainability but also a creative expression of style. Her IG feed is peppered with brilliantly-produced style videos that have it all - trendy fits, versatile style inspo and beautiful aesthetics that are off the charts. As one of the first influencers in the country to relevantly create styling videos, Pandey has set the gold standard for quality fashion content. At 1.2 million followers on IG, she continues to surprise her audience with her style picks, making her an indomitable content creator on the internet right now. She's thriving, and we love that. Kudos!











### INTERNET MOMENTS OF THE MONTH

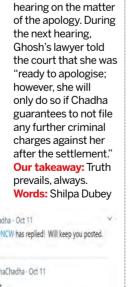
Team Femina deep dives into the dotcom world

#### **#SORRYNOTSORRY**



Like gender and freeflowing allegations. the internet can be many things, but actor Richa Chadha shows us how it can be viewed as a vehicle of change, too! For the uninitiated. Chadha's name was dragged by model-actor Payal Ghosh in a video in which she charged filmmaker Anurag Kashyap of sexual misconduct. While her #MeToo charge is under investigation. Chadha's image was painted in a bad light without any valid proof to support the claims made against her. Simply not having it, Chadha moved the Bombay High Court to file a defamation case against Ghosh, and won! The court ordered Ghosh to tender an unconditional apology, but, even after agreeing to an apology in court, Ghosh

tweeted that she would not apologise. In came the internet! Chadha reached out to the chairperson of the **National Commission** of Women, Rekha Sharma, who had earlier extended support to Ghosh. and asked her to intervene, but in vain. Chadha decided to keep at it, tagging the NCW chairperson relentlessly, while keeping her followers informed of every development in the case until the next hearing on the matter the next hearing. Ghosh's lawyer told "ready to apologise: only do so if Chadha Our takeaway: Truth prevails, always. Words: Shilpa Dubey





#### #ACTAGAINSTABUSE

The number of domestic violence cases has doubled in India ever since the lockdown began. While some families are enjoying their time together under one roof, there are many cases in which women are forced to live with their abusers day in and day out because of this situation.

Femina, in partnership with UN Women, has launched the #ActAgainstAbuse campaign to help the victims. The goal of this campaign is to create awareness

and provide a safe space that will encourage people to report abuse when they see, hear, or experience it. This is for all the women who feel helpless and are unaware of what is to be done in this situation. The idea behind this campaign is to provide them with the necessary information that will help them in this challenging process. Let's unite to create a better and safer space for the women of our country. Our takeaway: United We Stand Words: Ruman Baig

#### ONE MILLION AND COUNTING

A million voices joined Femina's Act Against Abuse campaign against domestic violence. The campaign that started in September to bring about a change in the social landscape and to highlight the need for action against rising abuse cases since the coronavirus pandemic gained support from personalities from all walks of life. The video has garnered over one million views on social media and counting!

#### #INFLUENCERSFORCHANGE

We've always loved makeup, but we've ended up stereotyping it as something that "only girls use". Well, it's 2020, and the memo that #BovsWearMakeup has been received. loud and clear. thanks to the tribe on Instagram! From Ankush Bahuguna and Siddharth Batra to Shantanu Dhope and many, many

more, we have men on our timelines who are not afraid to embrace makeup (and also draw a much better wing than most of us, tbh). Here's to acceptance and change, and hoping that, in 2021, we can leave gender stereotypes behind; let's double tap to that!

**Takeaway:** Makeup is for everyone! Words: Ainee Nizami



#### #THEGOODPLACE



Following India and Pakistan's partition, Daphia Bai, now 86, was separated from her family and left behind in Pakistan. She was a resident of Rajasthan's Bikaner and only 13 years old at the time. In a humanitarian act worth applauding, Pakistanbased YouTuber Muhammad Alamgir helped reunite this octogenarian with her family after 73 years. Takeaway: Be kind and considerate. Period. Words: Shilpa Dubey

#### **FOLLOW FEMINA.IN**

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



# TOO TOTO TOTO MONEY HENA MENTA and DIDIKA

HENA MEHTA and DIPIKA JAIKISHAN, co-founders of Basis, India's first financial platform exclusively for women, talk of the need for it, the challenges, and how it has evolved during the lockdown

he bad news: Too many
Indian women shy away
from handling money
beyond basic saving. The
good news: There is now
help available to enable women to make
informed financial decisions. Basis, cofounded in 2019, by childhood friends
Hena Mehta and Dipika Jaikishan, aims
to help women get into the driving seat
of money management.

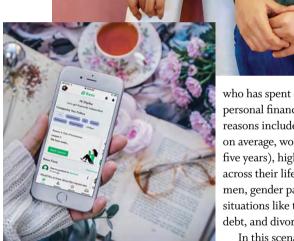
"Today, there is a massive knowledge and trust gap around financial decision-making among Indian women," says

Hena, CEO of Basis, who has worked over a decade in fintech, in India and the US.
"According to a 2015 Standard & Poor (S&P) survey, over 80 per cent of Indian women are financially illiterate. Under one per cent of Indian women invest in the equities markets.

Women take a backseat in money management due to a lack of confidence, which stems from lack of knowledge."

"The problem is exacerbated because women need to plan their finances more than men for a number of reasons," adds Dipika, Basis COO,

"Women take a backseat in money management due to a lack of confidence, which stems from lack of knowledge."



Above: Co-founders of Basis, Dipika Jaikishan and Hena Mehta

who has spent over a decade in the personal finance industry. "These reasons include longevity (because, on average, women outlive men by five years), higher healthcare costs across their lifetimes as compared to men, gender pay gaps, and dire life situations like the death of her spouse, debt, and divorce."

In this scenario, women, already better savers than men, need products that cater to their specific needs. Additionally, the Indian woman is choosing to stay single for longer, participating more in household financial decisions, earning more and becoming increasingly entrepreneurial; she is also fiercely ambitious and has aspirational needs, including lifestyle and travel goals.

At Basis, Hena and Dipika provide a platform that speaks to and addresses the financial needs of urban women, not as an extension of a male-centric product, but for a woman as she is—strong, independent, and the maker of choices. The service provides every woman tailor-made options. "Through our early research, we learned that women tend to shy away from managing their money because they cannot relate to the existing financial services."

platforms," Hena points out. "Women have unique financial needs and pain points," Dipika reiterates.

"With Basis, we treat personal finance as a journey that starts with educational content; we provide safe spaces (communities) to discuss life and money, and not just a transactional experience," Hena tells us. "We've realised that, when women get together and consume or discuss content that they can relate to, the barriers to asking questions, building knowledge and gaining confidence fall away."

"We've found that highly-engaged users on Basis are intrigued, delighted, and driven by the ability to learn, share, discuss socially, and then seamlessly act based on expert advice," Dipika adds. "We are making use of content and community to make the Basis proposition one of membership, not just product."

#### Making women their own money managers

Of course, there were initial challenges. "Since we were defining a new category with Basis, there has been constant experimentation across various areas," Hena tells us. "We worked hard at building the app, creating the right outreach efforts to be able to drive growth and engagement, and we continue to work to ensure that our product and content is relevant and addresses the needs of our users."

Today, the Basis app offers simplified and relatable advice. "Our personalised and customised content is hyper-focused on

#### TOP THREE PIECES OF ADVICE

Educate yourself: The biggest barrier to taking ownership of money is the lack of knowledge. Chalk out as little as 30 minutes a week to stay on top of your financial situation— investments, insurance and future goals.

Talk money with your friends and family: When was the last time you chatted about money with your soul sisters? Normalise talking about money, so you learn and grow.

Start investing even with small amounts: While investing in mutual funds might seem daunting because of the overwhelming amount of information, start with small amounts. You can create an SIP (Systematic Investment Plan) for an amount as low as ₹500 a month. Once you get comfortable with investing, write down your financial goals, and work backwards.

#### "Our customised content is hyper-focused on women's lives; we provide financial education via simple, jargon-free modules."

women's lives; we provide financial education via simple, jargon-free modules (which we call Knowledge Boosters), quizzes and videos," Hena tells us. "We also provide advice on life, career, retirement, investments and finance, and analyse current events that impact financial situations and provide our users with updates in a digestible format."

Communities are a significant feature on Basis. Dipika explains: "We share and learn with peers and experts to drive trust, adoption, education and engagement, and also host workshops and sessions on varied financial topics." Another important aspect of the app is the Advisory Tools. Basis is a SEBI-licensed, registered investment advisor (RIA), and users also receive recommendations for mutual fund investments and financial goal planning, while the app's investment recommendation algorithm allows for the analysis of over five years of data to suggest appropriate allocations into funds tailored to meet the users' financial goals. "We run over 2,000 simulations to ensure that the recommendations are best suited to succeed in real-world conditions," Dipika explains.

#### In lockdown and beyond

The lockdown has not really slowed the duo down. "We made a few minor changes to our strategy; we've had to cancel offline community and marketing initiatives, but, overall, the impact to our business has been minimal," adds Dipika. "In fact, managing money and making sound financial decisions has become top of mind for most people, and we've been excited to see significant traction."

"Being a tech start-up, our method of working is designed to be flexible," Hena explains. If anything, Hena and Dipika have had to set boundaries. "Because work and life have integrated so deeply, following a structured schedule helps," Dipika avers. "We both have schedules to help us set out specific time to spend with family, unwind, and work out."



## FEMINA

### CELEBRATE THE NEW NORMAL

TV host, author of 40 books, and Gourmand World Cookbook Award-winner, **Rashmi Uday Singh** tells us what the pandemic has revealed about the world of food, and exhorts us to look on the bright side



hat you are holding in your hands is an open invitation. An invitation to celebrate (yes! You read that right!) the 'New Normal'. To unlock. To reboot. To rethink. To realign. To reach out. To be, at all times, aware and safe.

My heart goes out to those of us reeling under the financial battering of the lockdown, losing jobs, coping with the shutting down of businesses, the mental stress, and more. My beloved restaurants, chefs, cooks... the entire hospitality industry is suffering incessantly. For us all, it is a wake-up call. We can either wake up, stretch ourselves, get innovative, and make *nimbu pani* out of the lemons handed to us, or we can rant and rave impotently, and paralyse ourselves with fear. The choice is ours.

Let's choose the first. Let's rethink, reboot, reach out.

#### THE RISE AND THE NOSE DIVE

As a food writer and TV host, I've been tracking restaurants in India over the past three decades through my TV shows, countless columns, and 40 books. I have experienced the explorer's thrill of having written India's first-ever city restaurant guide. I continue to review restaurants (delivery only) in my *Bombay Times* and *Chennai Times* columns. And, I continue to track the work of the National Restaurant Association of >



India. Globally, too, I've been tracking restaurant trends. For the past 16 years, I have had the privilege of being the chairperson of the Indian subcontinent for the prestigious London-based World's 50 Best Restaurant Academy. And, now, it's rewarding to be part of its pioneering Global Recovery Summit. Participating in discussions on 'Rewriting the menu' with the world's most influential, perceptive, innovative chefs and leaders in the field on the future of restaurants gives me a perspective that I'm happy to share with you.

#### THE 'NEW NORMAL' FOOD SCENE

We are all aware that the pandemic has not just shaken the gastronomic world, but left us groping in the dark about what's next. Worldwide, most restaurants are shut; rents are crushing as are the salaries of the staff and other overheads. In India, each state has its own laws. The result? About 15 to 20 per cent of restaurants might not reopen. And, if they do, sustaining them will be the

## "THIS GLOOMY YEAR HAS ALSO BEEN MARKED BY INNOVATION, RESILIENCE AND OPENNESS TO POSITIVE CHANGE."

real challenge. So many will have to shut down. A sad state indeed, because restaurants have been not just our feeding grounds or grub stations, but also microcosms and anchors of our social experience. They contribute to the culture, vibrancy, and magnetism of every location. Is this, then, the end of the restaurant as we know it?

#### **HERE'S THE GOOD NEWS**

This year has been blotched by gloom and doom, but it has also been marked by innovation, resilience, and openness to positive change. And this has been a worldwide trend.

Three amazing food outcomes of this pandemic have me delighted. First, we have all started cooking at home. We're also focusing on staying healthy, so our food choices are healthier, and we are more focused on sustainable and local foods. The other fabulous trend that is picking up is one of encouraging home chefs to set up and expand their businesses. I've always written about and encouraged home cooks. Thanks to the pandemic, these cooks have bloomed, and new ones have joined in. The result? Homestyle, healthy, tasty food, delivered home. Let's encourage them.

Interestingly, this trend towards healthy, simple food has been reflecting on restaurant menus too.

The biggest trend has been of delivery and takeaways. The owners are doing their best to retain their employees. Innovation and creativity mark many of these deliveries and takeaways; some are sending across DIY kits, others are working on amazing packaging. Several are also delivering elevated versions of comforting recipes to homes. Five-star hotels that never ever delivered have set up delivery apps and special menus, sending luxury to our homes. If we can afford it, let's order takeaways and make it easier for the restaurants.

Would you believe that travel restrictions could yield benefits? Happily, yes! They're ensuring that chefs stick to local produce, thereby helping small-time local producers and artisans and also ensuring great freshness. Here's another positive outcome—restaurants are focusing on the local client base, their biggest local asset. Once again, the result? Simplified, fresh, wholesome fare. Due to restrictions in the supply chain, a lot of restaurants and chefs are being forced to turn to vegetarian menus, which is great for our health and for planet Earth. As is the importance of protecting ethical and sustainable producers. And this issue is dedicated to just that. The brilliant and gorgeous celebrity Chef Sarah Todd shares healthy and innovative recipes in this section. What are you waiting for? [3]

## PUTA SPIN ON IT

New ingredients and new ways of looking at old ones, Celebrity Chef Sarah Todd brings you recipes that examine things differently

### **TANDOORI VEGETABLES**WITH CASHEW CREAM



1. Preheat the oven to 180°C.

2. Combine the yoghurt, garlic paste, tamarind puree, chilli, coriander and cumin powders, and salt in a bowl.

Stir to combine, and add the carrots, pumpkin, and asparagus.

Stir to coat the vegetables.

Place on a baking tray and roast for 20 minutes.

3. Blend the cashews with a pinch of salt and

a squeeze of lemon juice until smooth and creamy.

4. Serve the tandoori vegetables with the cashew cream and fresh herbs. >

#### **MULLIGATAWNY**

1/4 cup extra virgin olive oil

1/2 onion, finely diced

1 carrot, peeled and finely diced

1 stick celery, finely diced

2 tsp ginger paste

2 tsp garlic paste

1 chilli, seeded and finely diced

1 apple, peeled, cored and finely diced

2 tomatoes, diced

1 bay leaf

1 tbsp garam

Black pepper, to taste

Salt, to taste

1/2 cup uncooked

vegetable stock 2/3 cup coconut

milk + extra

½ cup cooked

Fresh herbs, to garnish

buckwheat (kuttu)

Slivered almonds, to garnish

to drizzle

red lentils (masoor dal)

3 cups

1tsp ground cumin

masala

SERVES: 6 > PREP TIME: 15 minutes > COOKING TIME: 30 minutes

Melt the extra virgin olive oil in a large cast iron pot over a medium-high flame.
 Add the onion, carrot, and celery, and sauté for about five minutes until soft.

2. Add the ginger and garlic pastes, chilli and apple, and sauté for one minute.

3. Add the tomatoes, bay leaf, garam masala, cumin, black pepper, lentils, and stock and stir until combined.

Bring to a simmer, and cook uncovered for 30 minutes.

**4.** After 30 minutes, puree about 75 per cent of the ingredients, using either an immersion blender or by transferring a portion of the contents to the bowl of a standard blender. Return the soup to the pot (if needed), then stir in the coconut milk.

Taste, and adjust salt and black pepper as needed.

5. Divide the buckwheat between serving bowls, and add the soup. Garnish with fresh herbs, slivered almonds, and a drizzle of coconut milk.

### ONE-POT PASTA WITH FENNEL AND CHICKPEAS



1. Heat the olive oil in a heavy-based, deep frying pan on a medium flame.

Add the onion and fennel. Season with salt and pepper, and cook until just beginning to turn golden.

- 2. Add the garlic paste, and deglaze the pan with the white wine.
- 3. Add the chickpeas and chilli flakes, and allow to reduce by half.
  - 4. Add the stock, and bring it to the boil.

Add the pasta, reduce the flame to low-medium, and simmer, covered, checking every few minutes to make sure it is not sticking to the bottom of the pan.

Once the pasta is al dente, remove the lid, check seasoning, and adjust if needed.Add a splash of stock, if necessary.

6. Add the Parmesan, and stir until melted through.

**7.** Finish the dish with the parsley, a generous grating of fresh parmesan, and a big splash of extra virgin olive oil. Serve with lemon wedges on the side. >

#### CHAI PANNA COTTA



1 tsp chai masala 300 ml milk 300 ml fresh cream

2 sheets gelatin

SERVES: Four > PREP TIME: 10 minutes > COOKING TIME: 10 minutes + 3 hours setting time

- 1. Soak the gelatin in 200 ml cold water for five minutes.
- 2. Place the chai spices, milk, cream, and sugar in a pan over a medium-high flame.
  - Bring to a simmer and turn off the flame.
  - 3. Squeeze out the gelatin sheets, and mix, stirring, into the milk.
    - 4. Strain the mixture, and pour into panna cotta moulds.
    - 5. Allow to set in the fridge for a minimum of three hours.
  - 6. Demould the panna cottas, and serve with seasonal fruits and granola.

#### Watermelon and Mint Cooler

#### **INGREDIENTS**

400 ml watermelon juice 30 ml soda 1 tbsp lemon juice 2 mint leaves lce cubes (divided usage) Watermelon cubes

#### **METHOD**

- Place the watermelon juice, soda, lemon juice, mint leaves, and ice cubes in a shaker and shake for 30 seconds to a minute.
- Place the watermelon cubes and ice cubes in a glass, pour the mocktail over, and serve immediately.

## SALUTE!

Who says you can't drink healthy? These mocktails will pack a punch at any party

#### Melon Mint Sparkler

#### **INGREDIENTS**

1/2 ripe musk melon, peeled, deseeded, and cubed Juice of 4 limes 4 tsp maple syrup 40 mint leaves + extra to garnish 2 cups soda lce cubes

#### **METHOD**

- 1. Blend the melon on high speed until liquified.
- 2. Add the lime juice and maple syrup, and blend again until well combined.
- 3. Divide the 40 mint leaves among four serving glasses and muddle them.
- 4. Pour the musk melon juice mixture equally into the glasses, top with soda, and add ice.
- 5. Garnish with fresh mint leaves and serve immediately.



#### Avocado Margarita

#### **INGREDIENTS**

1/2 small ripe avocado 2 tbsp lime juice 1/2 tsp sea salt 2 tbsp honey 2 tbsp fresh orange juice lce cubes

#### **METHOD**

- 1. Salt the rim of the glass.
- 2. Combine all the ingredients in a blender until smooth.
- 3. Pour into the glass and serve immediately.

### NEWWAYS TO TRAVEL: PICK YOURS!

We were made to roam the world. As we look forward to new discoveries and new journeys, here are four ways to travel more safely. By **Primrose Monteiro-D'Souza** and **Aishwarya Menon** 



he world is opening up again. Every day, we hear of more states inviting travellers to visit. And, yes, with safety protocols and strict compliance, this, too, can be part of the new world order. We've worked out how you can get out there and explore our vast country, while keeping yourself safe.

#### GO ON, TAKE A ROAD TRIP

Whether you're taking a solo trip, going with family, or getting out with a gang of girls, a road trip is undoubtedly one of the safest ways to go on holiday. That's because a journey by car, whether your own vehicle or one that you hire from a reputed rental company, allows you to easily manage the social distancing rules and sanitation protocols that are so necessary to follow these days. And, more importantly, road trips allow you to indulge in a bit of backyard tourism, and pump some money into local enterprises.

You need to plan quite a bit for a road trip, but that's a small price to pay for being in your safe cocoon. Ensure that you get your e-pass or whatever other papers the state you are driving into needs well in advance; most state websites now are kept updated on what is mandatory. COVID-19 negative certificates are a must for everyone in the car; you don't want your whole journey to be derailed by a missing document. Additionally, carry along lots of sanitiser, soap, water and toilet paper-you'll need these because you will be handling money at toll booths, food courts, and drive-throughs, as well as making







In all this, remember to keep the rules of sustainable travel in mind: carry a refillable water bottle; if you have a filter bottle, that's even better! Take along reusable cutlery and crockery, and, it goes without saying: carry your litter along for proper disposal.

The September issue of Femina has a huge article on road trips to take!>









#### **SINK INTO A STAYCATION**

Home is probably *not* where the heart is; your heart, if we read it right, is out dreaming of being someplace else. If you can't really go on a road trip, a staycation in your city or nearby would soothe. Offering you a chance to get out and about but within safe parameters, a staycation is about checking yourself into a hotel room or suite and allowing yourself to be pampered, without straying too far from home. Think about it:

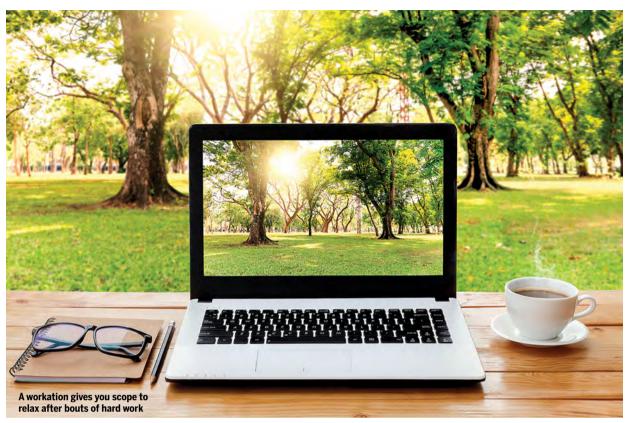
you don't need to take a flight to get

to a space of luxury, and you won't have to lift a finger while you're there. In fact, if you choose well and pick a property with a spa, you can even have a masseuse's nimble fingers massage all the stresses and tensions of the last eight months of lockdown out of your neck and shoulders .

The best part? Most hotels in and around your city are currently offering excellent deals to please your pocket, as well as free cancellations and postponements.

Look for properties that state their COVID-ready protocols upfront, so you feel confident in their safety assurances.

A STAYCATION IS ABOUT CHECKING YOURSELF INTO A HOTEL ROOM OR SUITE, **AND ALLOWING YOURSELF TO BE PAMPERED, WITHOUT STRAYING FAR FROM HOME...** AND YOU WON'T HAVE TO LIFT A FINGER WHILE YOU'RE THERE.



#### VACATION VIA THE WORKPLACE

So, no time for a staycation, because, you know, work... And can't go on a road trip, because, again, work... Well, there are still travel opportunities for you! If you're in full work-fromhome mode, take a weekend to move 'home' for the short term. Taking a workation means your #officefortheday could really offer great relief every time you look up from that spreadsheet or document. Want to spend early mornings and late evenings dreaming by a river or in the shadow of snow-capped hills? That's possible now if you pack your bags, pick up your laptop, and head out of the city. After all, work-from-home can also be work-from-anywhere! With a workation, you get to take a vacation away from the workplace, if not from the work itself.

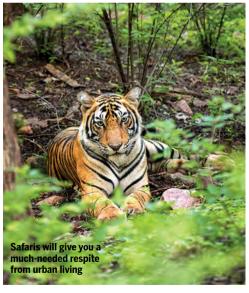
Connectivity is a key factor when picking the destination for your workation—uninterrupted Wi-Fi is non-negotiable. The good news is that many off-the-beaten-track properties, homestays, hotels and BnBs now know this, and there is no dearth of places from which to choose. It makes sense to pick less-crowded places, of course, and practise social distances measures at all times.



TAKING A WORKATION MEANS YOUR OFFICE-FOR-THE-DAY COULD OFFER GREAT RELIEF EACH TIME YOU TAKE A BREAK. Some properties you might consider are

The Blue Sheep in Tirthan, Himachal Pradesh
(00-91-85806-40109; www.instagram.com/
thebluesheephome/; from ₹2,499), Zostel
in Coorg, Karnataka (www.zostel.com/zostel/
coorg/; from ₹3,500/ 7 nights for shared dorm,
₹7,000/ 7 nights for private room), The Art Bliss
in Rishikesh, Uttarakhand (00-91-98975-03037;
www.instagram.com/theartblisshostel; from
₹300/ person in a shared dorm), and Musafir
Hostels in Udaipur, Rajasthan (00-91-9958585949; http://musafirhostels.com; from ₹210/
person in a shared dorm, private rooms also
available for ₹3,000/ night). >





KEEP AN EYE
OUT FOR
NEWS ON THE
SANCTUARIES
NEAREST YOU
OPENING UP
SO THAT YOU
CAN COMBINE
A WILDLIFE
EXPERIENCE
WITH A ROAD
TRIP.

**GO INTO THE WILD** 

As we go to press, a number of wildlife sanctuaries are opening up. Great news because we know going into nature is a good recommendation in these times when avoiding crowded spaces should be one of our primary travel strategies. Keep an eye out for news on the ones nearest you opening up, so that you can combine a wildlife

experience with a road trip. As always in the current scenario, have all the basic precautions in place before you set off.

In most cases, the state governments have halved the number of people in a safari jeep; do adhere to the guidelines rolled out by the authorities. Every vehicle operating within and around the national parks must carry sanitiser, but do take your own supply along as well, and wear masks, shields and gloves as needed to keep yourself safe. Be mindful of carrying very little with you, and certainly no plastic.

Incidentally, October is when national parks that close for the monsoon annually open up. This year, some that are ready to welcome discerning wildlife enthusiasts include Rajaji National Park in Uttarakhand, Sariska Tiger Reserve in Rajasthan, Kaziranga in Assam, the Tadoba-Andhari Tiger Reserve in Maharashtra (though kids under 10 years and senior citizens are currently not allowed entry), and Kanha,

Bandhavgarh, Pench, Satpura, Sanjay Dubri, and Panna in Madhya Pradesh. Disclaimer: Lockdown conditions are still extremely fluid. Please update yourself on the news and check advisories before you travel.

## MUNBAI DINF



### BUZZ-Makers

Marketing is not an easy job, but these professionals do it with ease and panache!

#### **ASHNEET KAUR**

FASHION AND LIFESTYLE PUBLICIST

shneet Kaur, Fashion and Lifestyle A Publicist at PR Pundit, best describes herself as a creative storyteller by profession who believes in a comfortable yet chic fashion. One can find her hustling at work and the gym five days of the week, socializing and exploring new places on the sixth day and spending the seventh day with her family, trying out new salad recipes, and catching up with each other's lives, over multiple cups of green tea. Since her school days, Kaur was quite confident of speaking in public, be it group projects or individual presentations or debates. "It wasn't evident then but clearly, my communications skills were what held me in good stead, naturally over time, I gravitated towards Public Relations, which allows me every day to use my latent skills and be the best version of myself. I cannot think of any other profession that allows me such tremendous and diverse exposure while allowing me to be myself," she says. She further shares that working in the sector is similar to being on a roller coaster; it's thrilling, unpredictable, nerve-wracking but always fun according to her. Lastly, she adds that her father is her driving force in life and her source of inspiration.>

#### KANISHKA THAPAN ACCOUNTS ASSOCIATE

/ anishka Thapan, an Kaccounts associate at PR Pundit, is a dynamic extrovert who loves exploring in her field when it comes to ideation and making a change for her. She is a risk-taker who never looks back and manages to survive. Her mom and dad have always taught her to be independent in life and from a very young age, she has seen people struggle to make their lives better. Hence, she started working at an early age to help out with family expenses. "The best memory was receiving the first 2000 for my work, I filled fuel for 500 and gave the rest to my dad because I was

too scared seeing the amount in my hand," she shares. She started off with a dance company during her college days with minimal pay and ample exposure. This developed an interest as there was a thrill in meeting new people and discovering their growth and work profile. And since she was always an observer, she got into the business developments of social media and she decided to pursue it as a career option. Finally when after post-graduation, she started working in the field of PR and SM, as she had always been fascinated by large scale events and all the operations that make such events a success.





#### ANUJA KHANDELWAL CLIENT PARTNER

Anuja Khandelwal, client partner at Xebec Communications hails from a middle class, big-fat traditional, business family. Growing up, she and her siblings witnessed her father and their grandfather run the family business, while the females of the house, just like a typical Indian family took care of the household. What was different in that common scenario, however, was her parents' approach towards their education. "My mother always told me, "My dream is not to give you way to a good, handsome groom; I visualize you professionally dressed, getting down from a big fancy car, as an independent woman with a very successful career." And that became my ultimate goal," she says. Her parents

were always, extremely supportive of whomever she chose to be and whatever she chose to do. Their extreme trust and confidence in her. no matter what absurd choices she made, always made her want to do more and better. Ending up in the sector has been a long journey full of many confusing decisions. From opting for biology to shifting to commerce, and then from MBA to journalism and currently working in advertising, it has been a complicated, fun ride. "It started off as an experiment and coming from a small town, it was a big deal to be on the other side of all the marketing posters and advertisements I used to see. I wanted to do that permanently," she says. >



#### **BHAVIKA KOTHARI**

ASSISTANT MARKETING MANAGER

Bhavika Kothari, assistant marketing manager at The Faceshop, best describes herself as an optimistic person who is passionate about her work is ambitious and hardworking and also an avid reader who loves to travel, "I am quite fond of catching up on a new book over the weekends due to my busy work schedule and I love to travel because not only it is the ultimate adventure but it also exposes you to new people and new cultures and different ways of living and gives you different perspective on life. Kothari

was born and brought up in a joint family and she always had people around her while growing up. "We were 15 of us in one house and personally, I feel it has taught me a lot in life," she says. Growing up, she wanted to become a computer engineer but did not score well which is why she ended up in commerce. 'It was only during my post-graduation internship did I realize that I wanted to pursue marketing and communication." she shares. She further shares that she draws inspiration from her mother and her husband, Dhiraj Jain. [3]





## The Chosen One

One tree can start a forest, One hand can lift a soul. One candle can wipe-out darkenss, One laugh can conquer gloom. We help you find THE ONE.

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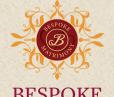
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## GETHIM TO COMMIT

Are you tired of waiting for your man to commit to you? Are you afraid of wasting your important years on a relationship that could be ended anytime?

Ravina M Sachdev helps you find out more on how you could get your boyfriend to commit to you

en are a different species of their own. No matter how much a woman puts into the relationship, the man always seems to have one leg out of the boat. But, turns out, getting your man to commit isn't really a difficult task. Read further to understand more on.

#### **STOP PRESSURIZING**

We all get how desperate you are to get a blue box from tiffany's and plan your dream wedding but talking or rather nagging about it all the time is just going to make things worse. Men or women for that matter don't enjoy feeling pressured into something that aren't ready for. Hold the nagging for when you're with your girlfriends next!

#### **GIVE HIM SPACE**

Clinging onto him and tagging along for everything he wants to do will only make him disappear sooner! Men like women who give them time to do their own thing with the boys. You're only going to make matters worse if you ask him to choose spending time with you over rather than go out with the guys. You could always meet up with your girlfriends and do your thing while he does his.

#### LET HIM TAKE THE INITIATIVE

Remember the time when he was wooing you and took all the efforts to meet you? Try going back to that phase by slowing down on the instant replies all the time. Give him time to miss you and understand that he does indeed love you and wants to spend the rest of his life with you. Being available 24/7 for him is simply going to make him take you for granted and not commit.

#### DO NOT MAKE HIM THE MASTER OF YOUR UNIVERSE

While mutually discussing issues and finding solutions is one thing, asking him for approval on your personal matters is definitely another. Do not act too dependent on your partner or make him feel like he's the one who has you wrapped on his pinky. Doing so will only have him do everything in the relationship his way and not commit.

#### SHOW HIM THAT YOU ARE INDEPENDENT

Do not drop every plan you have just because your man needs to grab coffee with you. It's always a great idea to convey to your partner that you are independent and do not rely on him to have fun. It's important to show your partner that you can have fun without him or take care of yourself. If you're too dependent on your partner, it's likely that he may think of you as a burden as opposed to someone he likes to have fun with.

#### TAKE AN INTEREST IN HIS FAMILY

The first signs of commitment are the guy introducing you to his family. If it hasn't happened already, then start by subtly enquiring about his family and what they are like. Bring it up naturally in conversations without any added pressure. Don't come out open and say



## MUTUALLY DISCUSSING ISSUES AND FINDING SOLUTIONS IS ONE THING, ASKING HIM FOR APPROVAL ON PERSONAL MATTERS IS ANOTHER.

that you'd like to meet his family without him extending an invitation as that would only scare your partner away. If it's been too long since you'll are together and he has no intention of making you meet his family, then chances are that he never would. In that case, run in the opposite direction!

#### PAMPER HIM

Yes, it's not always the man's job to pamper his woman. You too can take the initiative and do this every once in a while.

Don't go overboard and suffocate the man though.

Taking him to his favorite restaurant for a burger and beer or treating him to a cake baked by you could show him that you deeply





care for him. 🖪

### Power Couple Helping People Make Money from Stock Markets post Lockdown

The current Pandemic has left us all with two important realisations –

The importance of health

The importance of having an alternate source of income

ata reveals that there has been a huge spike in trading and investment activity into the stock markets post March this year. But the truth is that dabbling into the markets without adequate knowledge could be fatal. Statistically, people lose money trading the stock markets due to lack of adequate knowledge, confidence and the right strategy. While some do manage to be successful occasionally, they still face the challenge of doing so consistently.

Vishal and Meghana, pioneers in the industry of coaching people to take up trading and investing in the stock markets as a full-time profession have bucked most generalisations by being in this trade for more than a decade now. They have gradually risen to be one of the Power-Couples in the industry.

Their training Institute, Malkansview is one of India's largest organisers of seminars and online trainings on stock trading and investing. Those who attend these trainings vouch for the simplicity and effectiveness of what they teach, which creates an unprecedented degree of success for its participants.

A quick tete-a-tete with the couple -

#### Q – Why are people hesitant to take up stock trading a full-time profession?

V - Given the volatile nature of the markets and the inherent risks involved are what make people somewhat hesitant to take it up as a full-time venture. Inadequate knowledge, lack of strategy and confidence – these are the crux of the problem. There are some who get it right occasionally but that does not automatically translate into success for them. The online sources have a glut of information and that coupled with complicated trading methods make it even tougher for laymen to navigate the world of stock trading.

#### Q - What does it take to become a pro trader?

V – Pro traders ride the lows in the market with equanimity and know that losses and adversity are inbuilt into the nature of this profession. They have the skill to control their emotions in the face of adversity and loss.



#### Q - What motivated you to get into this profession? Were you always a stock trader?

M- Well, armed with an educational background in law, my career began by working in the legal department of a corporate house. I broke the shackles of the corporate job 12 years ago to become a full-time stock trader. While on this journey, I was mentored by Vishal who has been a stock trader from the age of 16. My transformation motivated us to help people get over their unfounded fears and apprehensions about taking up stock trading as a full-time occupation. Thus Malkansview was born.

#### Q – Vishal, what has been your journey into the stock markets?

V-I began very early here, when I was 16. After going through numerous ups and downs in my career, I realised that the only way out was to educate myself first in this field. Thus began my learning spree. I attended



programs and seminars of the best trading and investment gurus across the world and read more than 400 books on the subject. Doing this, I discovered the four simple steps to successful trading and investing (1) Tools that tell you WHAT to buy/sell; (2) Trading systems that tell you WHEN to buy/sell; (3) Money Management system which tells you HOW MUCH to buy/sell (4) Emotions Management which helps you to have the right MIND SET for trading and investing. This same four-step system has helped thousands of traders and investors to get over the fear of losses and turned them into professional traders.

#### Q – Is stock trading something that anybody can do?

V – Absolutely! Over the years, Malkansview has helped homemakers, people having a background in marketing or engineering, medicine, or information technology and equipped them with the requisite skills to make them professional traders. From seminars, webinars, live and online coaching programmes, we have trained many thousands to take control of their financial future. Most of them have turned into independent traders and investors.

#### Q – Can you share some recent success stories from your students?

M-I am glad to see the transformation the institute has caused over the years. People with no financial background are now confident traders. Also there are participants who earlier felt that trading the markets was out of bounds for them, due to low trading capital on hand. It is great to see these people making returns on the small capital by trading options strategies.

#### Q – How can our readers learn more about the stock trading?

V – To serve a larger number of people, we have coauthored the book #CASHTAGS – How Anyone Can Get Started in the Stock Markets and Level up as a Power Trader. The book which has its complete focus on simplicity, aims at providing simple solutions to stock trading issues. Apart from explaining the above simple steps, it also features invaluable insights from world renowned experts like Dr. Van Tharp, Dr. C K Narayan, Raamdeo Agrawal and more.



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There was a time when a woman was taught to be confined to the four walls of her own house and her dreams were bound by her responsibilities towards her family. With the renaissance dawning upon the 21st century, there is no field which has been left unexplored by women. Be it education or research or be it the domains which were assumed to be merely a patriarchal heritage such as army or politics, women are stepping up to excel in all that one can think of. For women to shape their career in an optimal manner, the one most crucial tool essential is education.

Here, at NITIE, we believe that women should be given an equal opportunity to develop the skills and expertise of subjects to be capable enough to lead not only their own lives but also the trajectories of multi-national organisations. NITIE enables equal opportunity through the ecosystem that it has built to support and nurture the needs of women student and faculty.

Through its world-class education and training, NITIE has helped its students and leave a mark wherever they go. Being a premier MBA college that trains engineers for management roles, NITIE recognises the need for having initiatives that help women overcome the inhibitions that come along with being on the lesser accepted side.

Time and again, women at NITIE have proved that they are no lesser than men. From having won many prestigious business case studies like Samsung Edge, HUL Techtonic, JnJ Quest, Optum Stratethon, Philips, Legrand, Nestle, Flipkart, Amazon Ace, Reliance TUP, Swiggy Surge, Housewise, Tata Motors, Mahindra LogiQuest, etc. to being recruited by top corporates they have left no stone unturned.

NITIE gives immenses opportunities for its students to grow in various aspects. One of them is the numerous committee and forums at NITIE. In holding the memberships of committees, women have equal chances as men. This gives women an opportunity to work in all sectors and be an active contributor to the decision-making process. Committee work involves many activities like interaction with the batch, conducting events in the campus for students, inviting guests for seminars and panel discussions, conducting the batch placements, interacting with alumni and inviting them for various events in college, conducting admission for the next batch etc. In all the above-mentioned activities, women get to work in all the positions.

NITIE also has many forums which focus on individual streams such as marketing, consulting, operations, business quizzing and finance that help in specializing in a particular domain. Industry talks are arranged on campus to help the get familiar with that subject. It helps students to establish a connection with industry experts and get to know the details of the sector.

All the aforementioned activities play a vital role in grooming women to be able to manage roles of responsibility in management equivalent to those of men especially in fields such as industrial management and industrial engineering which are the core courses at NITIE. The taboo which has existed until now about the limitations of the areas in which we, women, should participate is being constantly challenged and also overturned by the female students at NITIE. A considerably large number of female NITIE alumni are acing their careers such as Saumya Shekher (Vice president, Accenture), Esha Chavan (Pricing Consultant, Dell), Ruchi Birla (Principal EHS Specialist, Medtronic), Prakriti Jamne (Planning Excellence Manager, Unilever), Himani Kanwal (Director Supply Chain, Johnson & Johnson), Saba Sharma (Chief Procurement Officer, HCCB), Neha Parekh (General Manager, GCPL) and Kanimozhi Subburman (Data Scientist, Mondelez International). Being a female manager over a dozen men in the team is not always a cakewalk, but these women have confidently persevered and the results of the same have been incredible.

The women achievers of NITIE are living testimonies of how efficient NITIE is at empowering and encouraging women to surpass the boundaries of gender inequality and inculcate the legacy of excelling.



Rasika M., alumnus from PGDIM-21 batch, has been featured in the prestigious 'Economic Times Young Leader 2018' an initiative by Economic Times to recognize and showcase the leadership potential among young executives.



Top 50 Women in Education in Asia, Prof. Anju Singh received Prof. Indira Parikh Award which was bestowed upon 50 Women education Leaders during World Education Congress for Sustainable Future. Candidates from 23 countries participated in the event.

#### **SUCCESS STORIES**



NITIE has offered me an amazing environment to learn and succeed in case competitions

-**Pragya Jaitley**, PGDIM 19-21 J&J Quest 8 campus winner



In an Institute where the gender ratio is still under improvement, NITIE Mumbai managed to send an all girls team as national finalists to the prestigious Procter and Gamble CEO Challenge! Together with their knowledge, confidence and crisp presentation skills, these girls managed to bring glory to their esteemed Institute.

-Simran Rana | Sakshi Gupta | Sangeeta Gaur, PGDIM 18-20 P&G CEO campus winners



#### About NITIE

The mid 20th century post independence witnessed a surge of transformative ideas to build a highly productive and growth oriented nation. The establishment of National Institute of Industrial Engineering (NITIE) was an outcome of one such innovative initiative. Since its inception. NITIE has been successfully fulfilling its mandate of developing adept industrial professionals through a carefully drafted curriculum, constantly evolving to the latest developments in the Industrial landscape. NITIE is a premier institute with a global perspective and provides students with international exposure through its student exchange and immersion programmes.

**Placements** 

NITIE students have been sought after by recruiters across diverse Sectors and Industries like Consulting, FMCG, Manufacturing, Autome bile, eCommerce, BFSI, IT, Pharma and Healthcare, Retail, etc., in the ongoing placement season. Apart from the Industry leaders and legacy organizations, there are a lot of new companies on board who have come forward to recruit NITIE students with good profiles and attractive packages. In the league of all top B-Schools of the country. NITIE is all set to provide a new benchmark in Placements..

#### **New Programmes**

NITIE has maintained highest standards to ensure that it delivers quality education through advanced programmes that develop new age leaders. The innovative programmes also align

Recently NITIE had launched a very specialized one year full-time executive programme called 'Visionary Leadership for manufacturing' (VLFM), that seeks to create leadership for achieving excellence in the manufacturing sector.

#### Life at NITIE

NITIE offers a host of unique benefits to its students with its excellent pedagogy, industry interaction and internship opportunities. Popularly known as 'God's own campus', NITIE provides facilities which include the tallest hostel building, well equipped modern classrooms with good connectivity, a state-of-the-art fitness centre, ergonomics lab and recreation facilities to ensure all-round development of its students. It also has an excellent library with a wide range of online journals and publications.

#### Courses offered

**PGDIE** 

Postgraduate Diploma in Industrial Engineering

Postgraduate Diploma in **PGDIM** Industrial Management

PGDISEM Postgraduate Diploma in Industrial Safety & Env. Management

**PGDMM** 

Postgraduate Diploma in Manufacturing Management

Postgraduate Diploma in **PGDPM** 

Project Management

**VLFM-PGPEx** 

Visionary Leaders For Manufacturing

**FPM** 

**Fellow Program** in Management

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### ONLINE DATING 101

With more and more people catching on the online dating trend, **Najooka Javier** lays out the basics of the game.



f you would like to meet someone new or simply explore your options, online dating apps are a good way to go about. With ample of likeminded people swiping their time away, you might just find the one you are looking for. But it isn't as easy as it sounds. Online dating involves some serious dos and don'ts to keep you safe from its evils and make sure genuinely is maintained on your profile. Here is our list of the five most important thing to avoid dating apps.

## AVOID SHARING PERSONAL INFORMATION WITH YOUR DATE-SITE FRIEND UNTIL YOU TRUST THE PERSON COMPLETELY.

**Don't rush:** Fake profiles plaguing the online dating world isn't news. But it is important that you know to spot the difference between a fake from the genuine. Fake profiles are generally more proactive anad interactive as compared to genuine people.

Keep an eye out for obvious signs such as misleading pictures combined with a vague bio. Also, fake profiles often do not use proper grammar or spellings in their sentences. Make sure you check for these red flags before taking the

conversation forward. **Don't pretend:** Just because the person cannot see you, does not mean that he or she is faking it. If anything, a dating app is a bridge between you and the world; use it to show your true self without inhibitions. Being your true self will help attract likeminded people, which could turn into good

friendships or more.

Don't give out personal information: Giving out too much personal could mean an invitation for trouble. As the elders say, it is always wise to save the best for the last. Avoid sharing personal information such as mobile number, social media handles and work address with your date-site friend until you trust the person completely.

Don't get attached to profiles: If you are new to the online dating world, chances are you may find many matches in your first few weeks. Everything is new and everyone seems exciting. You may even begin to strike interesting conversations with a few of your matches. But beware, having conversations and spending time on the app is a good idea only as far as it doesn't become a habit. Your matches' intentions may not match yours, leaving you too attached.

Don't ignore the dating app lingo: Knowing how to play the game is as important as playing the game right. So, before you download the app brush up on the slang that is the trade of the land. It is like learning simple words from the native language of a new country before visiting, to help you find your way through.



## In You

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elationships have always been a complex affair. Enter online dating, ghosting people, flings and one night stands - the concept of a relationship is certainly murkier than ever. If only finding the right man was as easy as losing a slipper! The problem when it comes to most relationships is that women would rather settle than wait patiently for the right man. If you've been ignoring obvious red flags in your relationship, now is the time to change. Read on to know more about signs you shouldn't ignore when in a relationship.

#### HE DOESN'T CARE ABOUT YOUR FEELINGS.

Is your man shutting you out every time you bring up the way you felt in a particular situation? Or does he guilt trip you and make it seem like it was your fault every time you want to talk about things that have been bothering you? If yes, then it's time to rethink the entire relationship.

#### HE NEVER MAKES PLANS WITH YOU.

It's only natural for two people in a relationship to make plans that include each other. No, we aren't asking you to get your guy to tag everywhere with you cause it would only suffocate him. We're talking about brunch plans with his or your close set of people and dinner plans with either of the family. If he's reluctant to meet your friends or make you meet his friends and family, then it's clear that he doesn't think of the relationship as a long term one.

#### IT'S ALL ABOUT HIS CONVENIENCE.

The basic idea of having a partner is that you can depend on him without havingany doubts. But, if your partner never shows up when you need him the most, ditches you on movie nights and only meets you when it's convenient to him then it's time re-evaluate the equation.

#### YOU'RE NOT YOUR TRUE SELF AROUND HIM.

If you're always conscious around him and are afraid of him judging your every move, then we are sorry to break it to you but this relationship is not the happily-ever-after that you've been waiting for.

#### YOU CONSTANTLY COMPARE WITH OTHER COUPLES.

If your friend's boyfriend got her a promise ring that doesn't mean you have to sulk that you never got one. If your sister's boyfriend arranged to take your sister for candlelight dinner under the stars doesn't mean that you should want the same treatment extended to you by your boyfriend. If you're in a happy and content relationship, such things rarely ever matter. But, on the other hand, if you're miserable in a relationship, you'd often find yourself comparing with other couples. If so, it's definitely time to move on!



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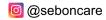














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These stalwarts lead from the front as they make great in-roads into their respective fields. From medicine to fashion to trading, they are making a difference, and how!



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**Dr. Rajendra Patil**Managing Director
Founder Member



### INTERVENTIONAL RADIOLOGY: BRINGING OUT MIRACLES THROUGH A PIN HOLE.

Dr. Yadav W. Munde

MBBS, DNB(AIMS), FVIR (Fellow in vascular & Interventional Radiology) Designation: Chief vascular & Interventional Radiologist,

omen's health refers to conditions specific to the human female anatomy, including menstruation, maternal health and cancers affecting breasts and the female reproductive system. In today's era radiology is just not limited to scanning and reporting. Interventional radiology is one step ahead, using these diagnostic images we can go ahead for tissue diagnosis, line of treatment and at times even save a life by performing emergency interventions. One of the biggest advantages that interventional procedures have as compared to major surgeries is the short recovery time and minimal scar. Infertility is becoming a major issue as we say, contributed majorly due to lifestyles and late age of conceiving. Interventional radiology procedures can be used to treat some of the common causes of female infertility without surgery. Often, these treatments do not require hospitalisation or general anaesthesia and patients can resume their normal activities shortly after the procedure owing to minimal recovery times. Minimally invasive treatments are an alternative to major procedures such as hysterectomy, hence these procedures can help preserve fertility. One of the most common causes of infertility are blocked fallopian tubes. Interventional radiology can be used to treat blockage of the fallopian tubes by fallopian tube recanalisation in which blocked fallopian tubes are reopened using microcatheters. This clears any blockages in the fallopian tubes and restores the connection between the uterus and the abdominal cavity.

Another common sonographic finding in a female of child bearing age is **fibroid**, which is abnormal proliferation of smooth muscle tissue. However this results in heavy menstrual bleeding, prolonged periods, pelvic pain and may Nephrology

Interventional Radiology

Pain

Neuro

Oncology

also contribute to infertility. Patients with this condition can be treated using a technique called uterine artery embolisation which aims to treat fibroids by preventing blood flow to the vessels which supply the fibroids whilst preserving blood flow to the surrounding areas. The interventional radiologist will usually insert a 2-3 mm catheter into a blood vessel in your groin and use image quidance to quide the catheter to each uterine artery (right and left). They will then inject microparticles (resin particles smaller than a grain of sand) into the uterine arteries to stop blood flow to the fibroids.

Another major cause for constant **pelvic pain and dyspareunia** in women is pelvic congestion syndrome which is due to **varicose veins** in the pelvis. **Ovarian vein embolization** is a minimally invasive treatment for the same. The interventional radiologist will insert a 2-3 mm catheter into a blood vessel in the

groin and will guide the catheter to the affected blood vessel using image guidance and usually use glue or coils (small metal spirals) to block the veins supplying the enlarged veins, though sometimes they will use an injection of alcohol (sclerotherapy). This causes blood to be diverted away from the affected veins and so reduces the symptoms of pelvic congestion syndrome.

Interventional radiology can be used to treat varicose veins which causes pain, discomfort, swelling, visible veins

on leg and in later stages leads to blackening of skin and ulcer formation. Patients with this condition can be treated using a technique called **Endovenous LASER ablation and foam** sclerotherapy. It is a minimally invasive approach that uses heat to close off problematic veins and relieve the symptoms they cause. Using image guidance, the interventional radiologist threads a thin laser fiber into the problem vein through a tiny needle. Next, the length of the vein is numbed to minimize discomfort during the heating process and the laser heat causes the vein to close. Once the problem vein is closed. blood will flow through the remaining healthy veins.

Interventional radiology is the future and promises to treat 100s of disease conditions avoiding open surgery, with definitely better results, lesser pain, fast recovery rate, and no scar.

#### **Department of Vascular and Interventional Radiology**

### PARENT TRAP

Who doesn't get nervous while planning to meet the parents of your partner for the very first time? **Ravina M Sachdev** shares how to nail the first meeting

eeting the parents for the very first time can be a daunting affair. It's common to feel nervous and anxious before meeting your potential future in-laws. After all, first impressions do matter. But, you don't have to sweat since our list of dos and don'ts have you covered. Read on to understand common mistakes that you can avoid and some great tips that you can borrow when you meet your partner's family for the very first time.



#### DO...

✓ Dress appropriately Part of making a good first impression is by dressing appropriately for the occasion. Understand that barely-there bodycon dresses are best left for the club evenings and dressing up a tad bit more elegantly for your future family will work well. Communicate with your partner and ask him on how conservative his family is and dress accordingly.

#### ✓ Know about them before hand

It's wise to ask your partner casual questions about his family before actually meeting them. For example, if your boyfriend's sister just got a promotion, if would be nice to congratulate her and talk to her more about it. It just shows

that you're interested in them and will get you major brownie points!

✓ Bring a (small) gift
If you're visiting his
family at their house,
then it would be wise
to bring along a small
token. The key word is
small. Do not go over
the top and bring a gift
that is equivalent to your
entire month's salary.
That will only make them
uncomfortable. Small but
thoughtful would work
really well.

#### ✓ Be yourself

Do not try to pretend to be someone you're not. Dress up according to the occasion, don't just wear stilettos to impress if you don't wear them regularly, be polite, strike a conversation and just be usual self and you'd definitely be accepted and welcomed in the family.

#### **DON'T**

#### **≭** Be dishonest

We can understand how desperate you are for them to like you but being dishonest about yourself only to get their stamp of approval will only do more harm than good. Being honest about yourself and your life will help you more than you think.

#### **✗** Go for extreme flattery

If you like the food that his mother has prepared, say so. But, complimenting on just about everything right from the curtain drapes to the couches is not right. They might see straight through the fake flattery and might not like your behavior much.

#### ★ Be late

Please do not be late when meeting the parents for a first time. Arriving late and rushing in to greet them only spoils your impression and make you jumpy. Keep a good 15 minute window.

#### **★** Let nervousness stop communication

While we do understand that you're nervous and

may keep to yourself. But, that will only come off as uninterested and rude. Of course, we aren't asking you to chew their ears off or dominate the dining table conversation. Chat with everybody present and take an interest in their lives, ask common casual questions and listen to what they have to say.

#### The Good Doctor

Compassionate, Caring, Experienced, Erudite - if these are the qualities you look for in your Doctor, then Dr. Meeta Nakhare is a force to reckon with!

r. Meeta Nakhare, Obstetrician and Gynaecologist, an alumna of the prestigious BJ Medical college Pune, trained and practised in England for over 10 years. While in England, she worked with some of the best hospitals including Hammersmith hospital in London. Armed with an FRCOG from London and buzzing with ideas, she returned to India in 2001. Specialising in highrisk pregnancy and gynae-oncology, she successfully set up Pune's first cancer screening clinic in 2001. This is now a model adopted by some of the leading hospitals in the city.

With an aim to make medical care available to all women, she set up Tara, a "Boutique clinic" on the bustling SB Road in Pune.

Here, you will find a number of patients between the ages of 7 to 90, with different temperaments, requiring different medical approaches!

She also runs another clinic, Laxmi Clinic in the heart of the city; the "peth area" as it is known locally. She and her husband, Dr. Rajendra, who is also a Gynecologist, run this clinic together.

Dr Meeta is driven by the simple, yet robust principles of empathy and compassion and feels that these are key to building rapport with any patient. Whether it is a reserved adolescent, a chirpy young mother, or a gentle elderly lady, as a doctor, she feels being able to connect with her patients and make them comfortable is just as important as the clinical diagnosis and treatment. Through word of mouth, she quickly gained reputation as a doctor who is approachable and gives undivided attention to anyone who reaches out to her. She was invited by Sakaal, a leading

newspaper, to conduct a lecture series. She has shared her expertise on national and international platforms through seminars and conferences. She is a recipient of the Nivedita award. In her experience of over 25 years, she has observed that more and more patients were reaching out to her for not only Gynaecology related health concerns, but also for overall health and well-being. That's

when she became aware of being a superspecialist; which meant narrowing one's focus on a sliver of women and child health, and in turn leaving a lacuna in the general and basic health concerns. She gradually realised this gap and broadened her experience and expertise to address even non gyneacology related health issues among her patients. Creating awareness, running wellness programs, from adolescents health, wet woman clinic to cancer screening, every month.

Interacting with women over the years, in various forums, including working with healthcare NGOs. Dr. Meeta noticed that there are many women who reach out to a doctor only when a seemingly minor health issue becomes a concern. She realised that most of these concerns would not have become severe had the women pursued a regular health check-up. In order to promote an open dialogue about women's health and to encourage women to get a preventive checkup done, even when there are no health complaints, she started the "Well-woman clinic". Through this clinic, she continues to provide health consultation and bust myths about health issues.

She is a Trustee on the Board of Members of an NGO, which works for women and child health and education.

Be it professional, social, or personal commitments, Dr Meeta ensures she makes time for everything. When asked how she manages to do it all, she says "[You] don't 'get' the time, you have to 'make' the time for everything". In the same breath, she firmly believes personal time is very important to replenish your own health and has made it a

point to stay away from social media platforms. A doctor's life is already a 24/7 commitment, but Meeta easily moves through the roles of being a mother, Mother in law, wife, doctor, friend, and teacher.

She has been Head of the Department of Obstetrics and Gynaecology in a 300 bedded multi-speciality hospital for the last 18 years, in Pune. She guides and mentors post-graduate



**Dr. (Mrs.) Meeta R. Nakhare**MBBS, DGO FRCOG (LONDON)
Dip. in Endoscopy (France)

medical students to publish their medical research papers.

She is a core member of the Prevention of Sexual Harassment (POSH) committee for Pune district. She is also on the advisory board of a few MNCs in the IT hub of Pune.

In spite of being in a dynamic profession, Meeta and her husband ensured that quality time with their children is never compromised. Despite the geographical distances, they efficiently juggle between three international time-zones and make time for a daily family call! The son and daughter, taking after the parents, are carving out their career paths and pursuing their dreams, with outstanding credentials.

Despite taking on all these roles, she gives each her 100% which is apparent from feedback of colleagues and students alike. Effortlessly blending her expertise and experience with a personal touch while interacting with her patients, comes naturally to her. If there were ever a doctor who truly captures the essence of being a dynamic woman ready to make an impact in people's lives, Dr Meeta would certainly be a name that comes to the minds of many.

You can find out more about her and her work at www.drnakharegynaecologist.com and book a consultation at: Tara Dr Nakhare Clinic, 301 Kanchanban B, Above Maruti Showroom, Senapati Bapat Road, Pune. Call 8317235052

Laxmi Clinic, 366/1 Narayan Peth, Pune, 411030. Call: 020-24451529

#### **BUILD MUSCLE & SCULPT YOUR BODY THIS WINTER!!!**

Beware when you hear "Baby it's cold outside" as winter isn't only tough on your skin but tough on your muscles as well. The cold causes muscles to lose more heat and contract, causing tightness throughout the body. Joints get tighter and muscles can lose their range of motion. With #Emsculpt you keep the muscles active!

BTL Industries presents a new groundbreaking approach, EMSCULPT (www.emsculpt.com) the world's only (noninvasive) procedure to simultaneously BUILD MUSCLE and BURN FAT! This sleek device does 20,000 muscle contractions in 30 minutes for you. Just lay back and relax. Anyone who want to strengthen, tone, lift and firm their booty, this treatment can also be applied to buttocks. Finally, a safe and efficacious alternative to the Brazilian butt-lift! For those who want to target both areas - they can book an hour treatment and best of all, there's no down time. Leaving the treatment, patients feel like they've just had an intense ab and/or booty workout (without breaking a sweat). This is the secret to summer abs and that bikini booty!

EMSCULPT is the newest game changing device in body-sculpting treatment market. The

key difference with competing technologies is that this treat both fat cells and muscles in one treatment, when historically treatments have only worked on fat cells. Harnessing HIFEM energy (HIFEM is a patented technology of BTL which stand for High Intensity Focused Electromagnetic energy) induces approximately 20,000 muscle contractions per 30-minute session.

Founded in 1993 in Prague, BTL has grown to become one of the world's major manufacturers of medical and aesthetic equipment. With over 1,500 employees located in more than 55 countries, 300 R&D engineers and growing. In India BTL Aesthetics started its operations in 2012. Indian team of BTL understand that top ranking in the segment is a big responsibility & we are completely equipped with our Sales, Service, Clinical training & practice development support for all our clinics & doctors who purchase the latest devices from us. We have Offices in Delhi, Mumbai & Bengaluru for better reach & support to our valuable customers. Say Puneet Trivedi, Director Aesthetic Business -BTL India Pvt Ltd. He further adds, During COVID-19 - Emsculpt is our minimal touch

devices thus creates lots of confidence to our end users & clinics in this pandemic situation where we all are trying to bring back normal life.

We have accomplished a lot together during our first 25 years and impacted the lives of hundreds of thousands of patients. But what matters most now is what we do next. Thank you for trusting in us and helping make BTL an outstanding global company now and for decades to come.





r.Rajendra Patil is the founder of dermatrix, he is a aestheic physician, cosmetologist and trichologist. He has wellestablished his multiple branches since last four years in thane. He has earned his expertise in robotic hair transplant and skin aesthetics from U.K.he has also gained experience from germany. He has a great vision for growth in

skin and haircare. He performs lasers,tatoo removal,P.r.p,facial rejuvenation, skin lifting, weight loss, skin polishing and various other advances in aesthetic care with good clinical diagnosis and efficient results in limited period. His approach has won hearts of many patients. He has won the best clinic award in mumbai by ISO standards. He is a perfectionist and keeps himself abreast with all the new advances in aesthetic industry and focuses on delivering quality skin and hair care to all his patients.

The core value of the team is to be ethical. Communicating with the patient and recommending the procedure that help achieve the best results is a mantra here. A house of world class machineries, beauty treatments at reasonable cost and hand holding experience are the factors our customers cherished for.

Professionals at Dermatrix believe in treating the root cause of the problem rather than to just healing the issue at hand.

Its been a decade since our fello doctor graduated and couple of years of him successfully delivering happiness. Dermatrix is celebrating their anniversary in december and offering complimentary sessions and huge discounts on packages. Dont stay behind. Visit www.dermatrix.in to book a consultation call and start your journey towards ethical beautification.

# EMSCULPT® THE REVOLUTIONARY NEW TECHNOLOGY TO BUILD MUSCLE & BURN FAT



r. Jamuna Pai is a doctor not just to the celebrities but one and all, and undoubtedly is the most sought after consultant Aesthetic and cosmetic Physician and an anti ageing expert in India. Her clinics under the name of SkinLab are successfully in their 26th year.

She shared her experience with Emsculpt.

Me and my team of doctors are extremely happy with the introduction of Emsculpt at SkinLab. Having worked with non-surgical body contouring treatments for the past 5 years, Emsculpt complements and completes the range of body aesthetics required for a complete transformation.

### How incorporation of Emsculpt has made a difference and value addition in your practice?

Continuing the tradition of launching the latest innovations in face and body aesthetics, SkinLab introducted Emsculpt in 2019. We now can offer a complete solution to our clientele who are looking for fat reduction, body toning and increasing muscle mass without the need for surgery or needles.

Web: www.skinlab.in



Dr. Punit Saraogi, chief Dermatologist & Founder of 'Everything Skin and Hair'.

He says If someone ever told me that I could build muscle and burn fat while lying down on a bed, I would have never believed it until a few years ago. It is "too good to be true" but that's exactly what EMSCULPT does.

I can describe how it feels in a thousand words but you need to experience the technology to believe it. The session feels like an intense work-out, except the fact that you are just lying on the bed.

EMSCULPT does all the work. I have been a fitness enthusiast myself and pay a lot of attention to my nutrition and having done Emsculpt personally has helped me in achieving even better strength and appearance that has also improved my overall posture and other exercise routines.

I am more motivated than ever to continue my fitness journey after EMSCULPT, and I see the same vigor in my patients.

Emsculpt can be done over your clothes and you can jump back to your regular life right after. Technology at its best!

Web: www.everythingskinhair.com



Dr. Simal Soin, Founder, AAYNA Clinic is one of india's leading cosmetic dermatologist. says She believes that EMSCULPT is a game changer and is the next step towards future of non-invasive body contouring treatments as it is the only technology that reduces fat, while simultaneously building muscle composition for a toned body.

AAYNA Clinic launched 1st EMSCULPT treatment in India in February 2019. "This procedure feels like an intensive workout designed for those who want to build muscle and improve core strength without the pain or sweat," The fact that EMSCULPT delivers 100 percent results makes it superior to other body contouring treatments. At AAYNA, we have successfully treated many clients helping them achieve their body transformational goals with EMSCULPT. Some of the other benefits of this machine are, it helps in strengthening the core, thus improving performance during physical activity and exercise & helps people with back pain by building muscle strength in the back muscles and helps improve posture. Everyone can benefit from EMSCULPT. It, however, is an ideal treatment for fit people who can't get enough definition despite all the workouts.

Web: www.aaynaclinic.com



# DR. CHIRANJIV CHHABRA, DIRECTOR, Alive Wellness Clinics Dr.

Chhabra, India's leading dermatologist. In the 25 years of her prolific practice, she has been the force behind innovative change in prevailing invasive and non-invasive wellness along with aesthetic remedies.

She Explains that in her quest to find a complete solution for body contouring She found BTL Emsculpt. The beforeand-after photos of Emsculpt truly shocked me!!

It follows nicely with our three rules-safety, excellent results and high patient satisfaction.

One of my patients who is an athlete and a professional runner came to me with concerns of improving her muscular fitness plus body shaping. With 4 sessions Emsculpt & within 2-3 months she has got a defined abdomen, lifted buttocks and stronger calves. She plans to run for professional marathons now.

One young beautiful patient who had a concern of bulging abdomen. Just 4 sessions of Emsculpt have transformed her abdominal shape and she is loving her well defined and sculpted abdomen. Emsculpt satisfies the needs and wants of the modern patient.

Web: www.alivewellnessclinics.com



# (H)APPY NOW?

Kids these days are awfully addicted to their phones. Learn how to make the most of it by switching to these healthy game apps. by **Ravina M Sachdev** 

id's these days are obsessed with technology and spend hours in a day playing games or browsing through various Youtube videos. And the lockdown situation hasn't helped in anyway, infact, it has only encouraged more screen time. But, you can always monitor your kids screen time and encourage them to opt for informative fun apps instead of spending all his time playing candy crush.

## Scrabble Junior/ Mr Word Junior Lite

Scrabble is definitely a hit amongst adults and has a mass following of its own. Scrabble junior is a great way for kids to build their vocabularies and learn new words daily. Encourage kids to note the words the feature proposes thus helping him grasp more content. Also, ensure to encourage your kid to research the meaning of the word if they don't know it already. The game serves as the perfect app to learn something while having fun! Age: 4 plus

### Flashcards toddler

Flashcards toddler is a guaranteed way of learning educational games and English language while having fun at it. The app is suitable for toddlers and for kids belonging to the age group of 3-6 years. Your kid will get to enjoy pictures, sounds, voice



## MONITOR YOUR KIDS' SCREEN TIME AND ENCOURAGE THEM TO OPT FOR INFORMATIVE FUN APPS INSTEAD OF SPENDING ALL THEIR TIME PLAYING CANDY CRUSH.

names of animals, vehicles and objects. Overall, it's a fun and educational app that your child can certainly do with. **Age:** Suitable for toddlers and for kids from 3-7 years.

# Edujoy educational games

Edujoy educational games have 12 impressive games for kids. The set of 12 includes games such as jobs, pizza shop, puzzles, hidden objects, shapes and knots
They aim at developing children's skills such as memory, logic and concentration. The games are

easy to adapt for kids. **Age:** from age 4 to 8 years.

### **Kids Puzzles**

Puzzles are a great way in increasing the concentration of your kid and helping him put together a picture piece by piece patiently. The game includes jigsaw puzzles made with beautiful original handmade cartoon pictures ranging from fairies to dragons to animals made up in puzzle sets.

**Age:** From 3 years onwards.

### **Memorama Classic**

Memorama game is a

game specifically designed to improve the memorization skills of kids or even adults for that matter. It is quite similar to the popular game of pairs that require you to concentrate and focus on it. The game includes 5 difficulty levels where each level comes with five sets. Definitely a great game for your kid to entertain himself with and improve his memory along with it.

Age: 3 years and above

## Tricky test 2-Genius brain

Tricky test 2 is a free IQ test game that your child can enjoy with his playmate too. The app is all about puzzles with a series of tricky brain teasers. Each of the brain teasers in the game are unique and enable your child to think out of the box.

Age: 4 years and above



**Dr. Preeti Deshmukh** (Breastfeeding Consultant)
International Board Certified Lactation Consultant (IBCLC - USA)

# **BASICS OF BREASTFEEDING**

# Q. Why breastmilk and breastfeeding are beneficial for the baby and the mother?

**Dr. Preeti:** Breastmilk contains proper proportion of nutrients for optimal growth and development of the baby and is easily digestible. It is germ free and at the right temperature. It protects the baby from allergies and infections. Breastmilk makes the child more intelligent. Breastfeeding helps for strengthening of mother infant bonding.

It helps the mother to achieve pre pregnancy weight and to decrease post-delivery bleeding. Breastfeeding provides protection against breast cancer, ovarian cancer and postmenopausal osteoporosis. No other milk or milk substitute provides these benefits to the baby and the mother as well. So, breastfeeding is the best feeding. Exclusive breastfeeding for first six months and continue at least till 2nd birthday is recommended.

# Q. When should breastfeeding begin after delivery?

**Dr. Preeti:** Immediately after delivery baby should be kept in close skin to skin contact with the mother (in about 5 minutes) and try to initiate breastfeeding within 1 hour after delivery.

# Q. What is the importance of colostrum?

**Dr. Preeti:** For first two three days after delivery mother produces sticky yellowish colostrum which is less in quantity but rich in antibodies, vitamin A and Vitamin K. It provides immunity to

the baby. It helps for maturation of baby's intestine and helps to pass first stool (meconium) which helps to prevent physiological jaundice. It is called as the first vaccine for the baby.

# Q. How frequently baby should be breastfed?

**Dr. Preeti:** Frequent breastfeeding is necessary. For first 7 to 10 days (until baby crosses birth weight) every 1.5 to 2 hourly (at least 10 to 12 times/day) baby should be breastfed. When baby crosses birth weight and starts peeing 6 to 7 times within every 24 hours then demand feeding should be there (at least 8 times/day).

Some babies finish feeding within 5-10 minutes and some in 30-45 minutes. While feeding, feeding at one breast completely is important because the milk which comes initially is rich in water and sugar and later part of milk is rich in fats.

### Q. What are the reasons of low milk supply and sore and cracked nipples? How to avoid this problems?

**Dr. Preeti:** More you empty your breasts, more milk will be there. Incomplete and infrequent emptying of breasts, incorrect latching and feeding at both breasts for little while are the common reasons of low milk supply. To avoid this mother should practice correct latching techniques and feed her baby on one side as long as possible during a feed. The most important thing for breastfeeding mother is to be happy and stress free.

Incorrect latching is the most common

reason of sore nipples so practice correct latching techniques. Frequent cleaning of nipples and areola and sudden forceful detachment cause cracked nipples so try to avoid these reasons.

# Q. Which kind of diet is advisable for breastfeeding mother?

**Dr. Preeti:** Breastfeeding mother needs extra 500 kcal/day. She can have all homemade food (all types of grains, fruits, vegetables, dairy, nuts). Drink sufficient amount of water. Avoid junk foods, caffeine, alcohol, chocolates and smoking.

# Q. How can working mothers manage breastfeeding?

**Dr. Preeti:** Try to extend maternity leave at least for six months after delivery.



Work from home, part time work are the options. If it is not possible then mother can express breast milk at workplace and store and use it for her baby.

# Q. Is there anything about breastfeeding parents should know?

**Dr. Preeti:** Relactation, induced lactation (in adoption cases) and colostrum harvesting is possible and parents should know about these things.



## **Liquid Love Lactation Clinic**

Thorat Colony, Off Sahawas Corner, Karvengar, Pune - 52 **Mobile:** 9860222323

**Email:** drpreetideshmukh@yahoo.in **Web:** www.drpreetideshmukh.com

# **SAFETY, FIRST!**

## Try out these natural products today

**What:** Greenleaf Aloe Hand Wash and Hand Rub

#### What's interesting:

Brihans Natural Products
Ltd is known for its range
of breakthrough Aloe Vera
skincare and hair care
products under their
brand Greenleaf. This aloe
vera brand offers a range
of natural products. These
products are formulated
with naturally active aloe
vera combined with a
unique mix of other
natural actives which
rejuvenates and

nourishes the skin and hair. The brand has recently launched the Greenleaf Aloe Hand Rub and Greenleaf Aloe Hand Wash. The Greenleaf Aloe Hand Wash. The Greenleaf Aloe Hand Rub is a sanitizer with 60 per cent w alcohol content and natural active aloe vera. It is a non sticky gel based formula with a refreshing fragrance. It comes in an easy to carry pack for on-the- go everyday protection.

Price: On request

www.brihansnatural.com





# **FRAGRANCE POWER**

# Look out for these body mist kits

**What:** Fragrance Body Mist gift kits by Bryan and Candy

### What's interesting:

Bryan and Candy have recently launched the all new body mist kits perfect for the festive season. These mists have been formulated with unique mix of scents and are perfect for gifting. It's a no gas

perfume and the pack consists of Wild Salsa, Nottie Berries, Urban Scandal, Naked Sunshine, Tropical Fling. This soothing aroma not only helps to uplift mood but its pleasant fragrance has a calming effect that helps to de-stress mind as well.

**Price:** Rs 1485 **Availabe at:** www. bryanandcandy.com

# Natural is nice

## Add directly to cart, now!

**What:** Amrutam Kuntal care basket

## What's interesting:

Amrutam is an Ayurvedic lifestyle brand and wellness community that believes and endorses the idea of 'health is beauty'. They aim to build a global community who follow a lifestyle defined by Ayurvedic principles, by offering recipes and resources derived from

Sanskrit texts and knowledge in Vedas to suit our modern needs. All products are 100% Ayurvedic, cruelty-free, and use no child labour. The basket contains Kuntal care hair spa, Kuntal care herbal shampoo, Kuntal care malt and Kuntal care hair oil.

Price: Rs 1,976
Available at: www.
amrutam.co.in



# ypertension is commonest disease. Unfortunately the incidence is increasing and younger population is affected by HT.

### What is Blood pressure:

"Blood pressure is lateral pressure exerted by flowing column of blood on (arterial) blood vessel's wall generated by left ventricle (Heart)". In short, blood circulates in arterial system with particular pressure, that is known as blood pressure.

Heart contracts and relaxes to create systolic & diastolic blood pressure. Normal BP is around 120 to 130 mmHg systolic & between 80 to 90 mmHg.

BP depends on various factors like contractibility of Heart, Heart rate, pumping function of heart, elasticity of arteries, various hormones & there interaction. Many genetic, environmental, dietary & emotional factors plays important role.

### Types of Hypertension

1) Primary Hypertension where no obvious reason of rise of BP is found.

It may be multi factoral &contributes 95% of Hypertensive cases.

2) Secondary Hypertension This hypertension is caused due disease of some of the organs. it contributes 5 to 10% of HT cases. The common causes are diseases of kidney & disease of adrenal, Pituitary & thyroid glands.

### Reasons of High BP:

- 1. Heredity & Genetic reasons
- 2. Type 'A' personality
- 3. Stressful life, Jobs, Hectic schedules
- 4. Smoking, Tobacco consumption
- 5. Excess of salt intake
- 6. Obesity & overweight
- 7. Lack of exercise, sedentary life style, improper sleep
- 8. Alcohol intake, other bad habits.

### **Symptoms of Hypertension**

Usually HT is asymptomatic hence it is also known as "Silent Killer", as it presents with complications like strokes, paralysis, heart attack,



# Dr. G.P. Ratnaparkhi MD. DM. FESC

# Hypertension: A silent killer

3. Reduction of weight & obesity.

kidney failure. Many times, during routine doctor's visit or visit for other disease, Doctor notices higher BP.

Common symptoms are irritability, headache, giddiness, tiredness, impotency. In later stages hypertensive heart disease, angina, kidney damage, eye problems & brain strokes due to internal bleeding.

### **Diagnosis of Hypertension**

Frequent accurate measurement of BP is diagnostic of HT. On multiple occasions, high BP records points out towards hypertension. ECG will show changes of long standing hypertension on heart.

Echocardiography show hypertensive changes in heart like enlargement of heart, muscle hypertrophy, effects on pumping function of heart & valves disorder. Other tests for various hormones, kidney sonography, CT scan for kidney/adrenal/ renal arteries, IVP, Renal artery Angiography, Aortography etc. may be needed in selected cases.

### **Treatment of hypertension**

is divided into medical (drug) management & non-medical management. More than 10 groups of anti hypertensive drugs, acting on various axis are available. Considering the patients clinical profile, drugs are selected by Cardiologist. Many patients will

# Non-medical management is must for everyone with HT

require combination therapy.

- Salt restriction (less than 3 gms per day), potassium rich diet, less caloric diet
- Avoid smoking, tobacco products, alcohol & drugs

- 4. Proper exercise & avoid sedentary life style, keep ideal BMI
- 5. Plenty of salads, green vegetables, fresh fruits, sprouted pulses must be in diet.
- Avoid spicy food, packaged food (as it contains high amount of salt & preservative chemicals), avoids fried junk food, cakes, chocolates, sweet dishes, ice-cream, excess of non veg food.

### Exercise & Yoga:

Daily exercise will reduce BP. It reduces weight, obesity. Isotonic exercises are quite beneficial. Yoga, meditation, yogasanas are known to reduce BP. It secretes 'Endorphins' hormones to give positive feeling & sence of well being. Yoga meditation will help to reduce stress & strain of life. "Comparisons and expectation" are the basic reasons of stress strain. Yoga will help to develop analytical mind, adjustable thinking & positive thoughts to overcome the stress. Avoid anger, negative thinking, adopt healthy happy life style. Read good books, listen music, good lectures & have good company will improve quality of life & reduce BP. 7 to 8 hours of calm sleep is must. Relaxation on weekends will reduce stress of work.

"Hurry....Worry....Curry" invites hypertension & heart disease. Thus reanalyse... readjust... realign the life to rejuvenate & relax to reduce BP.

Dr. G.P. Ratnaparkhi, Gurukrupa Heart Centre, Andheri (W). Call: 98211 56115 / 2625 1010

# BIOTIQUE ADVANCED AVURVEDA BIO PINEAPPLE Oil Control Foaming Face Cleanner For Normal To Oily Skin For Standard To Oily Skin



# REJUVENATE AND REFRESH Ditch clogged pores and oily skin

What: Products by Biotique for the monsoons

What we like: The monsoon season is a great time to enjoy the rain and the change in the weather. However, it is also associated with excess humidity causing clogged pores, oily skin, pimples, uneven skin tone and sweating bouts. The Bio Pineapple Oil Control Foaming Face Wash is a 100 percent soap-free cleansing gel that dissolves makeup and purifies the complexion. Enriched with cucumber that is known to reduce skin puffiness and tiredness, The Bio Cucumber Pore **Tightening Toner restores natural** freshness and tone. The organically pure and preservative free Body Washes-Bio Apricot, Bio Basil and Parsley and Bio Almond cleanse, soften and bring out the body's natural brightness. The nutrientrich Bio Aloe Vera Sunscreen blended with pure aloe vera, sunflower and safflower oils protects the skin with broad spectrum SPF 30 UVA/UVB sunscreen.

Price: ₹65 onwards

Available at: Biotique.com and stores

# CELEBRATING QUIRKS OF NATURE

Celebrating the goodness of sustainable beauty

What: New Carrot Skincare Range by The Body Shop What we liked: In their guest to celebrate sustainable skincare. The Body Shop presents —Wonky is Wonderful—their new carrot skincare range. The range is created from crooked organic carrots that are rejected as food due to their peculiar appearance. This new vegan beauty duo is enriched with organic carrots from British family-run farms. They are also enriched with Community Trade organic aloe vera sustainably sourced from farmers in Campeche, Mexico. This skincare range comes in 100 percent recyclable packaging

Price: ₹895 onwards

plastic

**Availability:** Body Shop stores across India, www.thebodyshop.in

made from 55 percent recycled



# CRYSTAL CLEAR SKINCARE

The painless way to beautiful skin



**What:** Sapphire Peel-off Mask by Melblok

What we liked: Powered with a 'No Hurt Formula,' Melblok presents 'The Melblok Professional Sapphire Peel-Off Mask' that does not hurt you when you peel it off. Safe, gentle and suitable for sensitive skin, this mask is a part of Melblok's Professional Range and is infused with Real Sapphire Crystal Salt that brightens the skin as well as hydrates and tightens it for a lifting effect and long-lasting fresh look. Controlling unwanted pigmentation, dark spots and blemishes, this vegan peel-off is ree of parabens and harmful chemicals and gently exfoliates giving you a pain-free skin cleansing experience and a majestic glow.

Price: ₹495 for 50ml Available at: Amazon, Flipkart; Melblok.com



# BRAZO

Health . Hygiene . Glow



# 1<sup>st</sup> Time in India

Revolution in Personal & Home Hygiene

BRAZO Mission - Protection, Prevention & Rejuvenation

Experience Hygiene, Freshness & Aroma Therapy together at your Fingertips











## **OUR PRODUCTS**

**BODY SPRAY:** Eliminates Germs & bad odour, Nourishes skin, Long Lasting Premium Perfume.

AIR FRESHENER & SANITIZER: Eliminates Germs from air & surface, Prevents decomposition of food particles, dry/non soiling formulation: safe for furniture, natural refreshing fragrances.

MOUTH FRESHENER: Ayurvedic Oral Hygiene, Natural Ingredients, Kills germs, Prevents bad breath, Fresh & Natural extract flavours.

SURFACE DISINFECTANT: Instant disinfection of all surfaces.
Protects from Viruses/Bacteria/Fungus. Pleasant & Refreshing fragrances.

HAND SANTIZER: Enriched with Vitamin E, Instantly Kills 99.9% Germs. easy to use Gel & Spray form.

MOBILE & GADGET SANITIZER: Instantly sanitizes all types of Gadgets, Travel & Pocket friendly. 3X Action: CLEAN - SHINE- SANITIZE



# BRAZO Hygiene at your fingertips

PROTECTION-PREVENTION-REJUVENATION and make it a fun, dynamic and effortless approach to hygiene.

bhishek Pradhan, Director of Eclat Pharma & Aerosols Pvt. Ltd, also a professional squash player who has represented & won accolades for India in various National and International events.

After studying in the US he came back to join the family business and also to pursue a professional career in squash.

As a pharmaceutical company, we researched and developed innovative products on a regular basis. Brazo was conceptualised during these times when we recognised and realised the issues of Hygiene faced by many people on everyday. Our mission was to create a trustworthy brand of products with the mantra of

Our Mantras: Protection from Germs/ Viruses/ Bacteria, Prevention of infections and viruses, & Rejuvenation of your mind and body with natural ingredients and aromatherapy.

We took everyday items such as Body spray, Air fresheners, surface cleaners, and transformed them into personal and home hygiene products with this mantra where you don't have to take any extra effort to maintain your hygiene.

Corona has changed everyone's life in many ways and has reinforced the fact that Hygiene is a basic necessity, not just a lifestyle choice. We strive to innovate and bring you products that take care of your health in an effortless way.



hobha Shringar Jewellers was sparked by Mrs. Choksey making hand-made jewellery and selling it from home. A visionary, she took the brand from a home to a humble outlet and grew it into the mammoth we see it as today.

Following in his mother's footsteps, Mr. Snehal Choksey joined the growing business and took it so well in his stride. Mr. Choksey is

a revered student with a multitude of industry related jobs like Diamond cutting, Grading, Designing and Marketing under his belt before he joined the firm.

The heir to the brand redefined the horizon and took the brand to new heights. He is ably assisted by his team has succeeded in carving a niche for itself in the designer jewellery section amongst a wide array of a well established clientele. Under him, today the brand has a unique concept of tailor-made jewellery ranging from scintillating diamonds, antique gold and princely Jadau.

Within each piece of jewellery created is a philosophy of celebrating aesthetics that defines harmony and style.



r. Yadav Munde is among a handful of Interventional Radiologist in Pune, who possess an Additional qualification in Interventional radiology and practice Interventional radiology exclusively.

Known for his concise speak among colleagues and coworkers, Dr. Munde never hesitates to explain the MINIMALLY invasive procedures to patients.

"Patients has very limited knowledge about our specialty,

## Dr. Yadav Munde -Interventional Radiologist in Pune

Interventional radiology has evolved from angiography. Almost all diseases of blood vessels can be treated with Interventional radiology. It is an ever progressing and diversifying branch of medicine, it finds application in Virtually all disciplines of modern medicine." says Dr. Munde.

Dr. Yadav Munde is the best interventional Radiologist in Pune and is attached to almost all major hospitals in Pune i.e Ruby Hall, Jehangir Hospital, Aditya Birla Hospital, Niramaya Hospital, Lolkmanya Hospital etc.

Dr. Yadav Munde has performed over 10000 Interventional Radiological (vascular and Nonvascular) procedures to date. He is the best vascular & interventional Radiologist in pune.

## DR. PREETI DESHMUKH BREASTFEEDING CONSULTANT



r Preeti Deshmukh is an International Board Certified Lactation Consultant (IBCLC - USA) based in Pune, specialized in breastfeeding support and guidance. Dr Preeti is in private practice - 'Liquid Love Lactation Clinic', Karve nagar, Pune where she helps new moms to establish successful breastfeeding. Being a certified lactation consultant with medico

background, she can help to resolve issues like low milk supply, sore and cracked nipples, flat and inverted nipple issues, latching difficulties, breastfeeding twin babies, breastfeeding in different medical conditions, breastfeeding management in working mothers.

Also she can help adoptive moms and mothers having babies via surrogacy to establish bonding via breastfeeding (Induced lactation treatment). She provides breastfeeding guidance in antenatal period and guides about colostrum harvesting. She also did certification in clinical nutrition and so can guide a bout introducing complementary foods to babies.

# What you need to know about fertility

# For your best breast health

### What is IVF? How does it work?

In Vitro Fertilisation (IVF) more commonly known as test tube baby is a form of fertility treatment which involves the fertilising of the egg and the sperm in a petri dish outside the body in a laboratory. The embryo is then gently deposited in the uterus and it grows there for 9 months.

### When should one opt for IVF?

Couples below the age of 35 who have been trying to conceive for 1 year should seek advice from their doctor. 30% of the cases, there is a problem in the woman, 30% in the male, 30% in both partners and in the remaining 10% there may be no reason for not conceiving.

Total Woman's

Health Care Clinic

# What is the success rate for an IVF procedure?

IVF success depends on the woman's age. However with new technology and

further development in this field, success rates have improved considerably. Each couple is prescreened and thorough evaluation is done.

### Does IVF result in multiple births?

About 15-20% of IVF pregnancies result in multiple births. In IVF, usually two to three embryos are transferred. However now we are shifting to single embryo transfers with different technologies such as embryoscope - where pictures of the embryos are taken every 15 mins to help us select the best embryo. This has helped reduce the chances of multiple pregnancies

### Are there any side effects?

We have seen some side effects in patients with PCOS as they produce large number of eggs. However with freezing technology, we can counter this by not transferring the embryos in the same cycle and instead freeze the embryos and transfer them again in another cycle.

#### Q. How common is breast cancer?

A. In the western countries, 1 in every 8 women will develop breast cancer in their lifetime. The percentage here is comparatively less (1 in 22 in urban India and 1 in 64 in rural India) but because of our population, the overall number of people affected and the resultant cancer burden is quite high.

#### Q. Who is at risk for breast cancer?

A. No one is immune to breast cancer. Non-modifiable factors that increase risk include female gender, increasing age, personal or family history of breast cancer, known mutation in breast cancer genes, early onset of menses or late menopause, some benign breast lesions, dense breasts on

mammogram and history of radiation exposure. Modifiable risk factors are postmenopausal obesity, sedentary lifestyle, late or no childbearing, not breastfeeding, using prolonged hormone replacement therapy (HRT) or oral contraceptive pills (OCP) and consuming alcohol.

### Q. How can I reduce my risk?

A. Eat healthy and maintain an active lifestyle. Try to have your first child before the age of 30 years and breastfeed for up to 1 year if possible. Limit any hormonal therapy to the shortest duration possible and limit alcohol consumption.

### Q. How do I know if I have breast cancer?

A. Every woman over the age of 20 years should be aware of the possible breast cancer symptoms (i.e breast lump, nipple discharge or crusting, sunken nipple, any new fullness/flatness in the breast shape, thickness or orange peel appearance if the skin) and perform self breast examination every month 7-10 days after her first day of period. Postmenopausal women can chose any date for their monthly self exam.

Starting at the age of 30, women should approach a breast specialist to have an annual clinical breast examination. At the age of 40, the need for biennial mammogram should be discussed and performed then or at 50 years based on her individual risk.

### Q. I found something, now what?

A. Visit a physician at the earliest for a clinical breast examination, breast imaging and biopsy if advised.

For more information, email us at twhcare 2020@gmail.com





# INDULGE IN A FRAGRANT BATHING EXPERIENCE! Get baby soft skin with these scrubs

What: Plum's new Body Scrubs What we liked: 100% vegan beauty brand Plum has launched its new body scrubs and we are drooling over them! Available in Plum Wild Cherries & Kiwi and Vienna Coffee, these body scrubs are silicone, paraben, SLS and phthalate free. The product is suitable for all skin types and it hydrates, exfoliates and leaves the skin soft and smooth. The Wild Cherries & Kiwi scrub helps in removing dead cells and impurities and leaves the skin fragrant, fruity and fresh! The Vienna Coffee scrub is made for all the coffee lovers as it has an irresistible fragrance and is great for tightening the skin, fighting against pigmentation and for tan removal. Get home these creamy, gelbased scrubs and give your skin the love it deserves!

Price: Price on request Available at: nykaa.com, amazon.in, purplle.com, plumgoodness.com

# GET HEALTHY, YOUNG AND GLOWING SKIN!

One product, manifold benefits

**What:** Omorfee's Bere Antioxidant Face Scrub Creme

What we liked: Omorfee's new product is just what you need to keep those dead skin cells and skin problems at bay. The Bere Antioxidant Scrub Crème is made up of natural and organic products and contains pure plant cellulose beads. Enriched with ingredients high in antioxidants such as acai berry, blue berry, orchid flower, turmeric oil and olive leaf: this scrub crème is perfect for exfoliating and prevents premature aging. The product not just rejuvenates and hydrates but also helps in skin regeneration. It is an ideal facial scrub since it doesn't dry out the skin but moisturises and nourishes it, and makes you look healthy and youthful for long!

Price: Price on request

Available at: omorfee.com



# THE JOY OF TANGY BUBBLES! Nourish your skin with this soap



**What:** Orange Zest Handmade Soap by Skinella

What we liked: This handmade soap by Skinella is just perfect for a much-needed refreshing, tangy and citrusy bathing experience! Infused with essential oils like almond, orange, coconut and glycerin; this completely chemical-free soap is extremely gentle and safe to use on the skin. The soap has a strong, lasting

fragrance of orange and is loaded with the goodness of high citric contents and vitamin C. The product also acts as an exfoliator and leaves you with a skin that is moisturised, healthy-looking and glowing. This handmade soap brings in a rush of freshness and helps in achieving a clear, radiant and smooth feel.

**Price:** ₹75

Available at: All leading stores, nykaa.com



# **DIGITAL SMILES ARE IN STYLE!**



**Dr. Aabha S. Agarkar** B.D.S. (Pune) M.D.S. (Pune) Prosthodontist & Oral Implantologist



**Dr. Sanket S. Agarkar.**B.D.S. (Mumbai) M.D.S. (Pune)
Orthodontist
Aligner/Invisalign Certified Orthodontist

errything has taken on a virtual platform in today's date. Then why not dentistry? We opt for customised clothes, shoes, bags, accessories, bedrooms, kitchens, even cars! Well, almost everything under the sun. Why haven't you thought of customising your smile then? Just like your finger prints, no two people on this planet can have the same smile.

Know the know - how and know - what of digital bespoke smile makeovers from smile stylers of millenial generation - Dr. Aabha and Dr. Sanket Agarkar.

# Q. Have you tried the magic of invisible braces yet?

So, you have teeth which are probably not in the right place. You don't want to have those unpleasant steel braces stuck on your teeth. What if we told you that you can get your teeth straightened without having



to make impressions of your jaws, without sticking anything on your teeth, you can eat whatever you want and keep your teeth healthy and clean? All of this and the braces will be Invisible! It is possible with Invisalign/Aligner aka Invisible braces! They are

- 1. Fast
- 2. Affordable

3. Customised for your smile. We use 3D scans to map out the outcome of the treatment. There is no room for guesswork with digital scanning and planing software. This also helps patients to visualise the outcome and understand every visit. The algorithm in the software helps to calculate just the right amount of force required for tooth movement. The Orthodontist's skill along with the software helps to bring out the best treatment in the estimated time!

# Q. Will there be something stuck on my teeth at all?

Depending on your case, attachments are bonded to your teeth during your Invisalign/Aligner treatment. These are tooth coloured shapes that give aligners something to gently push on. As they are tooth coloured, they are barely visible. This is a contemporary Orthodontic treatment for children as well as adults when it comes to improving the bite. chewing efficiency as well as aesthetics. Aligners by far are the most socially and personally comfortable as well aesthetically superlative option for all our dynamic and Vibrant Readers, pursuing their careers in the fields of Glamour and Fashion! We have it for them anytime any day, as it is also the least invasive option when it comes to smile makeovers

# Q:"Doc, how will I look after the treatment? Is it possible to see the out come before hand?"

This is a commonly asked question by patients who want to get even minor changes done to their teeth.

A beautiful, confident smile is desired by all. When a patient wishes to attain that smile but is sceptical to undertake the



treatment procedure, for not being able to visualize his or her treatment outcome, a virtual guided tour is what is needed. We use state of the art tools for dental examination, diagnosis and treatment planning. The basic diagnostic procedures like making impressions have changed to making digital scans using scanner. No sticky impression pastes in your mouth anymore!!

Treatment planning is done using high tech digital software tools like DSD (digital smile designing). We help you to have a comparative analysis of the before and after images of your teeth even before the treatment begins. Photographs are memories for keepsake. We help patients make the best memories!

Another very effective and a life changing experience can be the smile makeover by veneering of the front teeth (called the social six) & / or replacing missing teeth using Dental Implants. This, in properly diagnosed and indicated cases can give amazing changes when we are working on a deadline for photo shoots! All possible by just making a call and blocking your appointment time at our world class facility!







4th floor, Anandghan Building, Above Punjab National Bank, Next To Jaihind Showroom, I.T.I. Road, Parihar Chowk, Aundh, Pune - 411 007, Maharashtra

**Mob:** +91-80079 73802 +91 98227 74803

Email: aabhasat@gmail.com

Website: www.orthodontistinpune.com Link: http://goo.gl/maps/wpkiQZkwiijR1TMd8

# **DIAL UP THE FUNK!**

Get your hands on these fun pieces now



What: Funky Maharani
What's interesting:
Funky Maharani, an
eclectic, modern jewellery
brand rooted in tradition,
launched their debut
collection via a virtual
launch recently. The
start-up focuses on
modernizing traditional
Indian jewellery by
reimagining the construct
and incorporating
universally recognized
motifs Funky Maharani

has designed a collection of luxurious yet affordable maang tikkas, jhumkas and payals, for individuals to add to their daily repertoire. Funky Maharani seeks to provide their customers with solutions that are affordable, high quality and versatile. Price: Rs 890 to Rs 3050 Available at: www.

funkymaharani.com

# SPARKLE THIS SEASON

# Colourful jewellery for all occasions

**What:** Colour Riot by Dhanvi Diamonds

What's interesting: Dhanvi Diamonds, an esteemed and coveted diamond jewellery house presents 'The Colour Riot', a collection that features jewellery beaming with colourful stones carefully placed on the rings, earrings. and so on. Whether a dash of emerald earrings, opulent ruby rings every woman should have these vibrant treasures in her jewellery box. It's a collection of whimsical charm, and exquisite standards of craftsmanship have gone into making it. The uniqueness of the coloured stone jewellery trend lies in the combination of gems and the colour scheme. Welcome



the New Year by adding an extra spark to your personality with coloured stone jewellery from Dhanvi Diamonds.

Price: On Request

Availability: Dhanvi
Diamonds store,
Chandani Chowk

# Strike a statement

Check out these stunning pieces

**What:** Statement necklaces by Falguni Mehta

What's interesting: Taking inspiration from the Mughal era the festive edit assortment includes a set of neckpieces, stunning choker, layered necklace and much more. The elaborate pieces crafted using a combination of uncut diamonds. semi-precious stones, unique motifs and jadau are the perfect fit for a bride and her bridesmaids. The new jadau line will undoubtedly complete every bride's trousseau and any festive occasion. In this collection, the classic heritage designs are recreated with a modern twist. With not being



limited only to brides, this range encompasses contemporary necklaces for your offbeat cocktail and sangeet to heirloom pieces for those extravagant wedding ceremonies.

Price: On request Available at: Falguni Mehta Jewellery Studio, Shri Kunj Building, Tardeo, Mumbai (By appointment only) ☐

# BLENDING ANCIENT WISDOM & MODERN MEDICINE FOR HEART HEALTH



**Dr. Sunil Sathe**MD Med, DM DNB CARDIOL,
(Interventional Cardiologist)



Dr. Archana Sathe
MD Peds, Fellow Cardiac
ICU RCH Melbourne
DNB CARDIOL
(Pediatr/Preventive)

"Heart Disease".... Cardiac Arrest!

The words spell doom to the person at the receiving end. Apart from the physical catastrophe there is often the struggle against disheartenment and depression.

There is an immediate need to salvage this situation with the current methods of modern medicine. Ancient wisdom then prevails to sustain and support through LIFE STYLE MODIFICATION.

We at the cardiac care and counseling center have offered our selfless services for more than 15 years through a team of professionals including us as the cardiology specialists for all ages along with technicians, nutritionist yoga pranayam teachers, physiotherapist and counselers. Alternative medicine experts are also encouraged to consult with the differing needs and preferences of families. Our center adapts and adopts the "Holistic Approach" in treating abating Cardiac & Related Ailments.

Increasing awareness of the patient & family about the implications of heart disease paves the way to best alleviate the situations and offer solutions based on individual need - urgent cardiac interventions/surgery followed by weeks of cardiac rehabilitation. This is based on ancient wisdom practised for several thousand years by our great sages!

There are several established risk

factors for heart disease including Family history. Hypertension. Diabetes. Dyslipidemia. Smokina. Alcohol/Drug Abuse. Low Physical Activity & Fitness combined with poor dietary habits. Above all mental stress. psychological issues cannot be ignored among all age categories.

What is less known is the prevalence of Metabolic Syndrome Gene among asians of certain sects and race that has alarming negative impact of young

adults falling prey to this devastating cardiac/coronary disease. We seek the special genetic tests for such conditions among high risk patients/families.

Ancient health practices focused on leading a balanced lifestyle based on our circadian rhythm-early wake sleep cycle, simple dietary habits/needs with the regular practice of yoga pranayam, dhyaan, dhaarna are advised.

Community living was a norm with close nature connect. The "Blue Zones" of Japan and some other blessed communities in the world with longevity beyond 100 years, are ardent practitioners of the most effective method of living healthy for Long-IKIGAI, highlighting that vital life forces need a stress free life style based on natural resources, community bonding with pursuit of self sustaining hobbies. With the current understanding of heart super foods through modern nutrition research, we must try and include portions of predominantly vegetarian options in our daily diet:

Fresh Green vegetables & Fruits, Nuts & Seeds-Almonds, Walnuts, Groundnuts, Pumpkin Seeds, Flax Seeds to derive the much needed Vit A, Vit D & Vit E & Omega 369 fatty acids. Certain fatty fish like mackerel & sardines promise heart health especially for women struggling through middle age hormonal imbalances as proven by research.

With increasing access and availability of modern health care clinics like ours, it is our responsibility to seek timely advice & consultation from physicians & specialists. We need to accept that Urgent Life & Heart Salvaging Angioplasty, Pacemaker Implant or Bypass Surgery may be required without any delay or dialogue -TIME is MUSCLE.

With the accurate analysis of the several laboratory and imaging investigations available in reputed centers it is possible to risk stratify the individual to plan the best treatment options-Medications & / or Non Surgical Cardiac Interventions or Bypass Surgery to Heart Transplantation. Medications prescribed need to be taken sincerely.

As is known moderation & consistency are the key to success in any program. Patients and their families need to trust each other and the supportive professionals around for best outcomes.

As the concluding thought the solution lies in catching our population as young & as early as 3-6 years in life Prof. Emeritus Cardiologist Valentin Fuster has shown through consistent research that life style mantras introduced at this age go a long way in spreading the healthy heart message among the populations of this beautiful world. Empowering girl child education and financial independence among women will go a long way to nurture healthy mothers & progeny in all developed & developing countries, ensuring healthy hearts & sound minds.



Dr. Archana Sathe is an active promoter of the Queen of Heart initiative by Kiran Mazumdar Shaw (Biocon Ltd.), Times Of India Group and Govt. of India supported activity.

# Cardiac Care & Counseling Center

Park Plaza, Opp. Kamla Nehru Park, Pune- 411004.

Call: 020-25663890/91 Mobile: +91-98220 49838 Email: drarchana.sathe@gmail.com

# EASY, EVERYDAY FASHION

**Check out these fresh** and easy outfits

What: Label Shristi Chetani What's interesting: The all new collection by label Shristi Chetani is inspired by primary colors and floral motifs. The way how these colors are adapted in nature and are a part of our everyday lives is just fascinating. The collection is a basic curation for
everyday styles and
easy to be worn by
everyone. It follows
simple silhouettes
having jackets and
pant suits along with
some festive pieces
which can be worn
time and again.
Price: On request
Available at:
Ommbre store



# **FESTIVE SILHOUETTES**

# Double tap every single outfit

What: Rangrezz winter festive collection, 2020 What's interesting:

Label Vedika M was established in 2016 as a women's wear pret-label working on wearable and free-flowing silhouettes. The brand began with its forte in resort wear and gradually ventured into festive and evening wear keeping all its creations based on the brand's value of hand craftsmanship. The design house has launched its latest festive collection. As an ode to their family's legacy of block printing and hand-painted, Rangrezz is an exuberant range of floral hand-painted, block-printed textures in vibrant colours illustrated beautifully through varied, versatile and festive silhouettes. created using natural dyes



from their in-house textile

Price: On request

Availability: vedikam.com

# Up your wrist game

Festive fit watches

What: Festive watches from Armani Exchange What's interesting: The festive season has made its way and so have the celebrations! Amidst the lights, cheer, fun and laughter, festive gifting is almost as good as a ritual that we follow to make our dear ones feel loved. Armani Exchange has launched three new watch additions perfect for festive season. The Zoe T Bar is designed with perfectly proportioned v-shaped lugs and circular bezel, the Harper is a sleek and modern women's dress and the Lola

is a simplistic, modern case

design suitable for both, a



casual or a festive outfit. **Price:** Starts from Rs. 11,995 **Available at:** www.armani.

com



# HAIR LOSS? STOP IGNORING, GET OVER IT!



ay goodbye to the dull, patchy & lifeless skin. No more fine lines, acne scars and post surgery scars. Get rid of wrinkles and age spots. Talk to our qualified doctor and treat it well in time at Dermatrix. Our

professionals will diagnose your skin and recommend either HIFU – a breaktrhrough in painless ultrasound treatment arena or dermabrasion. Dermabrasion is ever so simple yet results lasts longer than you imagine. After numbing your skin, a rapidly rotating USFDA approved device simple rub away the dead cells and help re-surfacing the vibrant skin. The skin that grows after the treatment is all new and flawless. HIFU is an advance technique which Lift the saggy skin, tighten it and you're your face by working deep within the skin. It also rejuvenates the collagen levels, tightens loose skin and greatly reduces wrinkles and the signs of aging.



Everybody knows that our platelets are a treasure cove of immunity boosters. Nomedication supersedes your platelets when it comes to rejuvenating your skin or hair. It's a perfectly safe and

secure way of rejuvenating your weakened cells. The expert professional at **Dermatrix** takes blood from your highly active limb, often from the arm, separate healthy platelets using machines, and injects back them into the affected area. These super active platelets work as a catalyst or a culture, train the skin at the affected area, activate it, and bring back the glory.



The revolutionary **robotic hair transplant** at Dermatrix is now within budget. The hair transplant procedure is carried out with the Robotic arm fully equipped with AI (Artificial Intelligence). With superlative qualities like 50x zoom camera, AI, the speed, painless procedure, and long-lasting period makes this a Big 'Yes' for the new age women like you



Bad habit of popping or squeezing acne as they

appear, ignorance, and genes are a few of many reasons that left acne scars behind. It makes your face visibly unhealthy and some studies revealed even horrific side effects like depression, social phobia, etc. learn about the reasons and let our professionals help you get rid of them. When acne breakouts penetrate the skin deeply, they damage the skin and the tissue beneath it. As the acne clears, the body tries to repair this damage. The body produces Collagen which acts as a support to the skin during the healing process and this is the first instance which determines the occurrence of acne scars, too much collagen leads to the raised scars whereas or too less production of the collagen de leaves depressions or pits form as the skin heals. Our skin experts at **Dermatrix** will help you treat, heal, get rid of them, and achieve the supple skin tone you always dreamed of.



Stop camouflaging your poorly done or faded tattoo with another near ugly one. Get it removed by latest laser technology at **Dermatrix** clinic. similarly, warts and mole can be removed and that to with zero pain. Talk to your **Dermatrix** Professional consultant today and we will take care of the rest.

### **DERMATRIX HEALTHCARE WELLNESS LLP**

**Branch 1:** Thane Center: Shop no 15, 1st Floor, Shoppe Imperia, Dosti Imperia Complex, Ghodbunder Rd, Thane (W) **Branch 2:** Hellen Villa 28/32, Old Mahada, Opp.Gagangiri Tower, S.V. Nagar, Vasant Vihar - 400610

Branch 3: Shop No 2, New Sonali CHS, Opp kacharali talav, Panch Pakhdi, Thane (W)

Contact: 022 - 2173 7171, 89289 95151 | Email: dr.rajendrapatil78@gmail.com

Branch 4: Shyamnagar . Besides Country Inn hotel. Badaun (UP) 243610



# LETYOUR EYES STEAL THE SPOTLIGHT

Get glamourous with the newly launched range of Eyeshadow Palettes





What: Lakme's Spotlight Eyeshadow Palettes

What we loved: Eyes have been the biggest beauty statement of the year and are here to stay! Making this hottest beauty trend even more trendy, India's No.1 colour cosmetics brand, Lakmé, brings the newest launch of

the season the Lakmé Absolute Spotlight Eyeshadow Palette in four dazzling variants named as Stilettos, Sundowner, Berry Martini and Smokin Glam. These palettes boast a diverse range of intense matte and shimmer shades in a velvety texture that delivers rich colour on application. A colour pay-off that is bound to turn heads.

Price: The Lakmé Absolute Spotlight
Eyeshadow Palettes are priced at ₹995/and the Lakmé Absolute Micro Brow
Perfector at What: Lakme's Spotlight
Eyeshadow Palettes ₹800/Available at: Online and retail stores

# A COMPLETE LINE OF BABY CARE RANGE OF PRODUCTS

A perfect way to gift the bundle of joy



What: Chicco gift pack

What we loved: this festive season it offers you a perfect way to gift a package of blessings to a special one. The gift pack comes from the house of Chicco "Baby moments" which is a complete line of delicate, hypoallergenic and clinically tested products with parabens free formulas to take care of your baby's skin every day from the very first moments. The gift pack includes all the necessary products that you need to cleanse and nourish baby's skin from the very first moments. A perfect Baby moments cuddle set for gifting for celebrating precious moments.

Price: ₹375 onwards

Available at: Online and retail store

# Let's shower with good vibes

Glam up this season with skin friendly products

**What:** can bring in cheer than an exciting gift during a pandemic **What:** Gift sets from Tinge

What we loved: When it comes to healthy living, what you're applying to your body is just as important as what you're eating. So, if you've got someone on your festive shopping list who loves

all things beauty and skincare, help them break away from toxinladen products with these clean beauty gifts. Tinge, a truly inclusive custom made clean beauty brand is one step ahead of the curve and provides you with custom made lipstick, dual usage products, concealers. and blushes. Thus helping you prove the festive a non-toxic makeup range.

Price: ₹1250 onwards Available: tingestore. com



# Dr Bhushan Sabnis

Dr Bhushan Sabnis MS-Orth, DNB-Orth, MRCS, FRCS (Tr& Orth)

# **The Problem of Unstable Kneecap:**

he kneecap (patella) allows the thigh muscle (quadriceps) to exert its force evenly on the leg, helping in how we walk, run, sit down etc. Patella is suspended over thigh bone groove like a suspension

bridge, held by ligaments on inside and outside. This central position of patella is essential for normal knee functioning. Due to various structural or alignment issues, patella can move out of its position-'dislocate'. The first episode is generally following injury. This is associated with a significant painful knee swelling. If this happens more than 2-3 times, it's called 'Recurrent dislocation of patella' and causes weakness, pain and stiffness, feeling of knee instability and difficulty in playing sports; sometimes causing

difficulty even in daily activities.

This problem is commoner in children between 10-20, commoner in girls and presents with difficulty in running and performing any sports activities; feeling of apprehension in stair climbing or repetitive episodes of knee locking/giving away. If left untreated, it can lead to progressive knock- knees deformity, recurrent knee swelling, pain and stiffness, muscle weakness and ultimately, early knee arthritis.

The common reasons for it are damage to ligaments, a shallow groove in front of the thigh bone, high riding patella (patella Alta), hyperlax joints, rotational malalignment (some children have typical habit of sitting in the reverse cross-legged position; these have a higher propensity to have recurrent dislocation of patella)

The management of recurrent dislocation is complex and is based on finding and treating the root- cause. Any structural/ rotational abnormality needs correction along with MPFL reconstruction in addition.

MPFL – inner patellar ligament reconstruction involves taking a hamstring tendon graft from

the inner thigh to create new check-rein ligament which holds the patella centrally as knee moves. The new ligament is fixed with screw on the thigh bone and 2 Titanium anchors in patella.

In properly selected patients this is very successful giving a stable knee with normal function

Once again, it is important to identify the problem early on, treat appropriately without delay to avoid further damage to knee cartilage leading to early onset knee arthritis.





construction+ MPFL reconstruction

**Dr Bhushan Sabnis** is a Specialist Knee Surgeon with special interest in managing patellar instability.

Phone: 022 49227777

**Website:** www.Kneesolutions.co.in **You-tube Channel-** Bhushan Sabnis

# WHY CONSIDER A CAREER IN THE BEAUTY INDUSTRY?

Someone's appearance is the first thing we notice about them upon meeting them. The nature of beauty itself has been the focus of the people. Beauty is a broad industry that encompasses many different types of careers and a wide range of different roles. Whether you're ultra organized, looking for job security or craving a creative outlet there are lots of benefits to considering a career in the beauty industry.

### **1.JOB SECURITY**

A beautician has the potential to create their own economy in a world where improving your appearance never seems to hit recession. The further along the rabbit hole you go to build a strong clientele the stronger your job security might be.

### 2.MOBILITY

A beautician is always mobile when it comes to location. As a beautician, you can work from anywhere as a freelancer and enjoy the places you never thought you will be in.

# 3.ENHANCEMENT OF YOUR CREATIVE SKILLS

From hair dressing to make up to nail techs. You will have to engage your abilities in giving different designs and

styles to different levels of clients. Creative people are the best kind of dangerous.

### 4. PEOPLE

When you work in the beauty industry you can have a mixed bag of clients. One minute you're working with a celebrity's wife; the next moment you're working with a girl going to her first prom. You never know who you'll be meeting or what you'll be doing.

### **5. A VARIETY OF JOB PROFILES**

- Cosmetologist
- · Hair Stylist
- Nail care artists
- Salon sale consultants
- Makeup artist
- · Fashion show stylist
- · Beauty magazine writer



Sherin Mushtak Founder & CEO Estheva Academy

- · Cosmetology instructor
- Beauty care distributor

In the beauty industry, the scope is vast and the opportunities are endless. You must make a choice to take a chance and make a change. Remember passion is the clue to all success! That is exactly why our caption is: "Where Passion Changes to Profession."

#### **ESTHEVA ACADEMY**

C-2, Office #:15, 1st Floor Brahma Estate, NIBM, Kondhwa, Pune-48 website: www.esthevaacademy.com Mob: 9168888746|49

For booking advertisement Contact: 09820192021





# **EXQUISITE TRADITIONAL**

A wedding and festive collection

What: Suruchi Parakh's 'Phosphene' collection

What we liked: Designer Suruchi Parakh has come up with her new collection Phosphene, which is an amalgamation of all sorts of wedding and bridal wear. Made up of fabrics like georgette, organza and satin, the range is a one-stop shop for all your lehengas, dresses, suits and gown needs. With an unconventional, bright colour palette and a mix of contrasting thread work, pearls, sequins, beads, ruffles and frills, the designer has focused on

creating structured silhouettes with edgy cuts in the latest designs. The range features a lot of pastels, layers and simple yet classy designs, which are perfect for the free-spirited fashionistas who want to wear something fancy yet light. These garments will look great when adorned by the contemporary brides, the busy bridesmaids and even wedding guests!

Price: Price on request

Available at: Available on Instagram @
suruchiparakhcouture and their Facebook
page

# EASY, COMFY 9-TO-5 LOOK

Upgrade your office wear this season



What: PostFold's Office Edit collection What we liked: Contemporary clothing brand PostFold has added new garments to its office edit collection, which boasts a variety of blouses, dresses, shirts, t-shirts, jumpsuits, culottes and trousers. Made of fine cotton, these pieces are supremely versatile and comfortable to wear throughout the day. Available in a variety of colours like black, blue, beige, pink, maroon, white and yellow, these apparels are perfect for an office meeting and even for post work drinks night or a dinner with friends! Full of everyday basics and solids, the collection also offers a variety of stripes, checkered and floral-printed clothes for all. Pair their tie-up slate dress with a pair of classic black heels or carry their salmon day shirt with black trousers and make a significant fashion statement at your workplace!

Price: ₹999 onwards Available at: postfold.com

# PUT YOUR BEST FOOT FORWARD Footwear that keeps you stylish and comfortable

What: Sandals and Mules by SKO What we liked: Luxury footwear brand SKO has launched its new range of sandals and mules for women, which are perfect for everyday wear as well as for wearing with all your Indian ensembles. This footwear range is made organically and is super comfortable and stylish. Perfect to instantly elevate your look, these versatile shoes will not only make you look super chic and trendy, but also offer lasting comfort and ease. Available in colours like tan, brown and black and detailed with white, black, golden and silver straps, these leather shoes will definitely amp up your OOTD. They'll look amazing with jeans and a shirt for a boho look as well as with your alltime favourite shirt dresses!

Price: Price on request

Available at: sko-store.com





# Accepting the "NEW NORMAL"

### **About the Author**

Dr. Prerna C Gomes is Head of Department Anaesthesia, Jaslok Hospital & Research Center Mumbai. She is a Guide to Post Graduate students in Anaesthesia at Jaslok. Dr. Gomes is also an Alumni of Tata Institute of Social Science, Mumbai and has received an Executive Post Graduate Diploma in Hospital Administration.

he year 2020 will be engraved in history for centuries to come and is dedicated to all healthcare warriors who have lost their lives trying to save their patients as the world was condemned to the invisible enemy - The COVID -19 Virus. Globally, the healthcare infrastructure was not equipped to take on this encounter and as a consequence a dramatic paradigm shift happened in the whole medical drill. We experienced extensive reach out from contemporaries across the globe and helped each other out via various social

media platforms & videoconferencing. Technological advancements assisted immensely in sharing information, offering advice, extending compassion and much more.

At my multispecialty hospital with enthusiastic support from the management, new protocols, screening, triage, patient's health care pathways were made to aid us provide better healthcare to all patients of the strata. SOPs of every department were reviewed to tackle COVID-19. The hospital was divided into three zones: **Green** for non-covid patients, **Orange** 

for suspect-covid patients, and **Red** for covid patients. Since the last eight months, we have unceasingly, uninterruptedly, and seamlessly worked towards serving the patients for elective and emergency surgeries only because we had the complete support of each health care worker, support staff and management.

We have now accepted and adapted to the new normal by wearing Personal Protective Equipment, protecting patients, staff, ourselves and our families. And now this is our "New Normal!"



he Courtyard is a home away from home for our babies and children. We treat every child as an individual and allow them to learn, explore, grow at their own pace, and have plenty of fun. We encourage an active mind, a healthy body, and a happy heart - our warm and friendly environment develops a child's independence and self-confidence. The Courtyard expands and creates new possibilities for playing, discovering, and learning at every step of your toddler's journey. We will be there at every step of the way to help your toddler will shape their thriving world. At the Day Care, our toddlers experience the warmth, love and care of home, provided by our teachers and helpers. An infant's

needs change from moment to moment and we at The Courtyard know how uniquely precious this age is. Our caregivers will attend to your child's every signal with sensitive and consistent care. With complete attention, the babies at our day care are the happiest.



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hilpa Oza is a Post graduate in Bio-Chemistry from Aurangabad 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 certified Past Life Regression therapist, Numerologist, Reiki Grandmaster, Angel therapist, Karuna DNA healing, Psychic Surgery, Inner Child Healing, Chakra Healing and all advanced healing techniques, Vastu and Fengshui Consultant, Tarot Master,

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Email: ozashilpa2@gmail.com Website: www.spiritualshilpa.com Mobile: +91-98195 30044

# INNOVATION AND COMFORT

A step towards sustainability and ease





**What:** Outdoor Rugs by Carpet Couture

What we liked: Carpet Couture has recently launched its new and exciting collection of outdoor rugs, which are all about being stylish and environment conscious! These carpets are completely sustainable and eco-friendly as they are made up of recycled polyester and are water resistant. This collection features a varied array of innovative and excellent quality rugs, skilfully woven into trendy looks and patterns. These highly durable and lightweight carpets are precisely placed on a tastefully chosen palette of neutrals like black and grey and bright colours like orange, yellow and red, awarding your home with an aesthetic and refreshing change.

**Price:** Price on request **Available at:** carpetcouture. com

# **GLOWING IN SPLENDOUR**

Candles add class to any setting

**What:** White Teak Company's latest collection

What we liked: White Teak Company has come up with its latest candle stand collection which is all set to light up your home with luxury. This collection features a wide variety of candle stands made of wood, crystal, glass, leather, brass and metal. With an eye on detail, the products are creatively fashioned into unique and innovative designs

using different styles, patterns, finishes and sizes. Each and every candle stand has a dramatic name, Crystal Ball Glazing, Wishing Well, The Flame of the Forest, and alike. Justifying the name, are the striking effects, each piece gives out. Welcoming your guests with a warm and tender glow, these designs are a perfect festive buy.

**Price:** Price on request **Available at:** whiteteak.com





# LAVISH AND AESTHETIC LIVING

Add charm and allure to your home

What: Latest collection by Beyond Designs

What we liked: Beyond Designs brings to you their latest collection of living room decor, which highlights the ultimate classic-modern melange. Custom designed in line with the signature style of the brand, the collection features a wide range of furniture pieces, chandeliers, table lamps, cushions, statement accessories

and lots more. The skillfully talented artisans have used rich materials of brass, crystal, velvet and leather, placed exquisitely on a tastefully chosen palette with hints of teal blue and hot pink. Mesmerising jewel tones, precious crystal material and antique gold polished pieces add to the glitz! Price: Price on request Available at: Beyond Designs store, MG Road, Delhi





# A safe space of your own

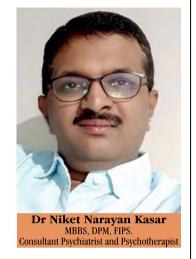
"The only impossible journey is the one you never begin"
- Anthony Robins

ind-Aid psychological clinic is located at the heart of Pune is a safe space of your own. Our competent team of clinical professionals incorporates practices from across the spectrum of medical, psychological and wellness communities. Our aim is empowering your well-being in body, mind and spirit. In clinic's psychometric lab numerous standard psychological assessments including Intelligence, Aptitude, Personality, projective and Neurocognitive tests are administered by skilled professionals.

The clinic offers counseling services for all age group from child to geriatric population

covering various issues like child counselling, parental style assessments and modification, Marital Counseling, De-addiction, Sex education, Job related stress, etc. In Addition with that advance treatment services are also available such as RTMS, CBT, REBT and Neuro-Biofeedback. Clinic also provides several certificate courses, workshops and training on topics related to psychology like Play therapy, Caregiver Workshop, Stress Management, etc. for students, Institutes and general Public.

One step towards us will be welcomed by the hundred steps of Mind-Aid towards you.





Contact us:

## Mind Aid Psychological Counselling Center

Muley Arcades, Office No-203, 2nd Floor, Near Heera Photo Studio, Tilak Road, Pune-411030 Tel: 8390028383/9823783083

# Advance technology to treat women's disease

Since last decades diseases in women have increased in many folds Endoscopy in gynaecology is boon for women kind. Through endoscopy almost all diseases of women can be treated successfully. The biggest advantage of endoscopy is patient's pain and morbidity has drastically reduced and recovery after surgery is very fast Endoscopy in gynaecology includes

Laparoscopy • Hysteroscopy • Colposcopy

**Laparoscopy** is a procedure where laparoscope is inserted inside abdominal cavity and uterus checked on its outer surface along with ovaries and tubes. Fibroids ovarian cysts, ectopic and many conditions can be tackled by laparoscopy.

**Hysteroscopy** is viewing of uterus from inside. Multiple causes of infertility treated through hysteroscope

**Colposcopy** is magnified microscope by which single cancer cell on cervix ie mouth of uterus also can be detected

If woman has family history, of breast cancer, she should do yearly mammography and monthly papation of breast by herself is mandatory if any woman felt any abnormal area in breast should meet gynecologist immediately

In India women do not come to doctor unless she has any problem therefore incidence rate of cancer is higher in India.



**Dr. Rekha Thote**MBBS,DGO,(Mumbai), Gynecologist & Colposcopist

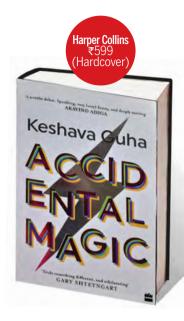


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Email: drrekhathote@gmail.com
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## ACCIDENTAL MAGIC by Keshava Guha



an obsessive love for a fictional character bring some disparate individuals together in reality and then build lasting relationships out of shared fandom? That seems to be what Keshava Guha explores in his debut novel, set in the matrix of the Harry Potter universe. The years in which the story is set give it a kind of pre-Facebook innocence though online social networks do exist. There's Kannan, the US-based mediocre spare to the successful heir of a middle-class Tamil family in

Bangalore; Grimmett, an American radio show host working for pleasure, not money; Rebecca, an attractive and articulate student in America with no particular plans for her life; and Malathi, a bright young Tamil woman in Madras feeding her insatiable hunger for books. What they have in common is that none of them is particularly conventional and, therefore, is something of a misfit in the regimented rat race of life. Their small, private worlds start at different points in space and time and intersect because of The Boy Who Lived.

The sparkling originality of Keshava Guha's idea isn't always matched by his talent as a storyteller. The plot occasionally sags under the weight of too much detail. Also, one may feel that the characters, had it not been for their Pottermania. wouldn't be all that interesting by themselves. But that's the accidental magic that happens to our four outsiders - the books cast a spell on them, bringing out the uniqueness that lurks even in the most ordinary.

By Sanchita Guha

# RECOMMENDED reads

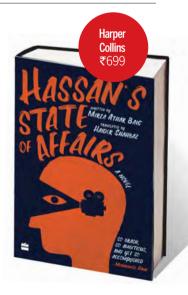
## HASSAN'S STATE OF AFFAIRS by Mirza Athar Baig

assan's state of affairs is a montage of wonder by contemporary Urdu's most unconventional and lateral thinking writers, Mirza Athar Baig. It has been translated with all its beauty by Haider Shahbaz, keeping the wordplay intact. The entire book is a wonderlogue that experiments with different narratives, narrators and characters, because at the end, what lies in the name? The most interesting is its relation with Zia's Pakistan,

and the ascent of authoritarianism in Pakistan in the 1980s. It talks about civilization and enlightenment; culture and technology; social stigmas and pop culture; love and lust; theatre and cinema; radicalism, resistance, philosophy, and politics; all behind the curtain of surrealism. The book is a satire on external human pretence and internal human conflicts that knows no boundaries or saneness in the form of unimaginable and peculiar events taking place.

Although named Hassan's state of affairs, it's everybody's state of affairs, you and me, living and nonliving, all lying somewhere between improbable and impossible. It is a book of great intellect, blending past, present and future, which challenges your brain but fills you with interesting information about art and your self. Everything written above is real, but in the end, who can make out the difference between real and unreal?

By Akshita Satija 🖪



# NORTH H



# CHAMPION OF LAW

A leader, a mentor, a human rights veteran, **KARUNA NUNDY** is an inspiration to all. By **Vanshika Jain** 

nown more for her work in the field of constitutional law and human rights, Karuna Nundy is the leading voice of change behind laws achieving gender justice and freedom of speech and is someone who fiercely goes after corporations and governments without a shred of doubt or fear.

Her desire to do something for the society came from her parents, who also gave up on high-profile job opportunities to take a path for the betterment of the nation. Her father, who was working at Harvard Medical School, gave it up to work at AIIMS as he wanted to work at a public hospital in India. Her mother, the winner of a London School of Economics history prize, started the Spastics Society of Northern

India after finding out that Nundy's cousin was born with cerebral palsy.

Nundy's educational qualifications are no less than a commendable journey. She started with a bachelor's degree in economics from St Stephen's College in Delhi, went on to study law at Cambridge University in the UK and studied for LL.M. from Columbia Law University in New York. Currently a lawyer at the Supreme Court, she specialises in constitutional and media law. commercial litigation and arbitration, and legal policy.

Nundy is renowned for her work in human rights, contributing to India's antirape bill, which followed the infamous Delhi gangrape case of 2012. She also represented the Bhopal Gas survivors in the Supreme Court and got them better healthcare systems.

Along with being a global advocate for freedom of speech, Nundy's advisory and policy work also include contributions to the Nepal Interim Constitution, a legislation workshop with the Senate of Pakistan, advice to the Government of Bhutan on

Nundy is renowned for her work in human rights, contributing to India's anti-rape bill, which followed the infamous 2012 Delhi gangrape case.

compliance with human rights treaties, and legal reform in the Maldives with the Attorney General's Office and the Chief Justice of the Maldives Supreme Court.

Lastly, Nundy is also a part of a UK panel to support media freedom across the world, led by international legal stars Lord David Neuberger and Amal Clooney. She also serves on the Columbia University's Global Freedom of Expression expert panel.

An epitome of empowerment, Karuna Nundy has lent her experience to many talk shows, interactive programmes and discussions, and has been relentlessly spreading awareness about the value and dignity of basic human rights, which is indeed a major need of the hour.

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# **LOVE YOURSELF**

Self-love is a term that has been picked up in recent years but yet remains misunderstood. Applying a sheet mask and sipping on some bubbly is far from self-love. Read on to find out how to be easy on yourself and put yourself first. By **Ravina M Sachdev** 

Being hard on yourself or pushing yourself to the limit is no way of treating yourself. You aren't going to achieve anything by it. If anything, you'd definitely have big to lose. Self-compassion or self-love is treating yourself in the same way you'd treat your sister or your friend, with love. Here are some ways you can achieve it through.

## BURY THE HIGH STANDARDS

We are often guilty of setting up high unrealistic standards and then end blaming ourselves if we don't achieve them which is toxic in the long run. Try setting up more realistic goals and fulfil them step by step.

### **BREATHE**

Women often seem to get lost in the chaos of balancing their work, personal and home life. Make sure to keep aside a few minutes for yourself every day, even 20 minutes would work if you're on a busy schedule. Sit



back and enjoy a cup of coffee or meditate or read a page from your favourite book in your metime, do something that helps you relax. Do not think of work or anything else except you own self in your time.

## HOLD THE SELF-CRITICISM

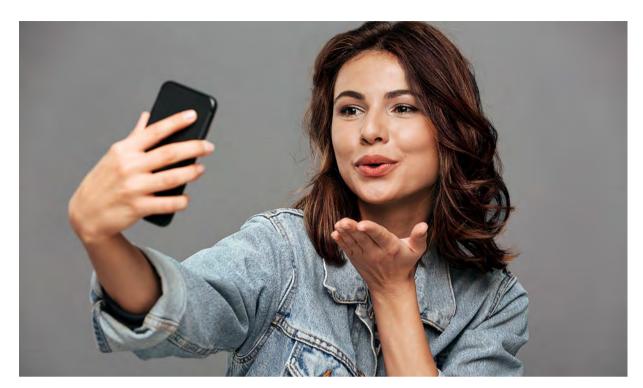
Agreeing to 10 different commitments and pushing yourself awfully hard will only leave you exhausted and feeling bad about >





# MAKING EVERYDAY HEALTHY

California walnuts are an easy choice with nutrients to support the heart, brain, and gut. They are the only tree nut to provide a significant amount of plant-based omega-3 fatty acids (2.5g/28g) and contain other key nutrients like protein (4g/28g) and fiber (2g/28g) that makes you feel full and energized all day long. Add a handful to your daily diet to make every day healthy!



yourself. Relax; you're not a super human to do everything by yourself in a day. And it's certainly not healthy to keep blaming yourself for all the things you miss out on. Stop blaming yourself for a project that turned out to be a flop or for missing a deadline when you were sick. Extend the same compassion and kindness to yourself that you would to others.

### LEARN TO SAY NO

You do not have to take care of your neighbour's child every day or make the presentation for your colleague every week just because they asked for it. Learn to say no to things that you do not want to do. It's nice to say yes when you want to help someone but it's perfectly alright to say no too when you do not want to do something.

## INDULGE IN YOUR HOBBY EVERY ONCE IN A WHILE

Do you even remember the last time you took on an activity that

# SIT DOWN FOR AT LEAST ONE MEAL IN A DAY WITH YOUR FAMILY THAT YOU CAN ENJOY WITHOUT CHECKING YOUR CELL PHONE OR LAPTOP EVERY TWO MINUTES.

truly makes you happy? Indulging in a hobby that you are fond of is going to do you wonders. Not only would it help you feel refreshed but also increase your productivity level. We highly recommend that you do participate in an activity that you are fond of at least once a week. Time to bring out the paint tubes and finish that painting from three years ago!

# ENJOY AT LEAST ONE MEAL OF THE DAY

We understand that breakfast must be a rushed affair if you're trying to pack multiple tiffin boxes and you barely get to shove down an energy bar or toast down your throat and lunch must be a wolfing down the sandwich while checking the spread-sheets but you can always make time to have dinner in peace. Sit down for at least one meal in a day with your family that you can enjoy without checking your cell phone or laptop every two minutes. You do owe yourself that much.

## **SLEEP**

It can be difficult trying to get the kids to go to bed, finish the pending work and still manage to sleep. But, it is extremely important to get at-least seven hours sleep every night. Research shows that not sleeping on time can decrease your productivity level and also make you moody and lazy. Set up a sleeping time and stick to it no matter what.





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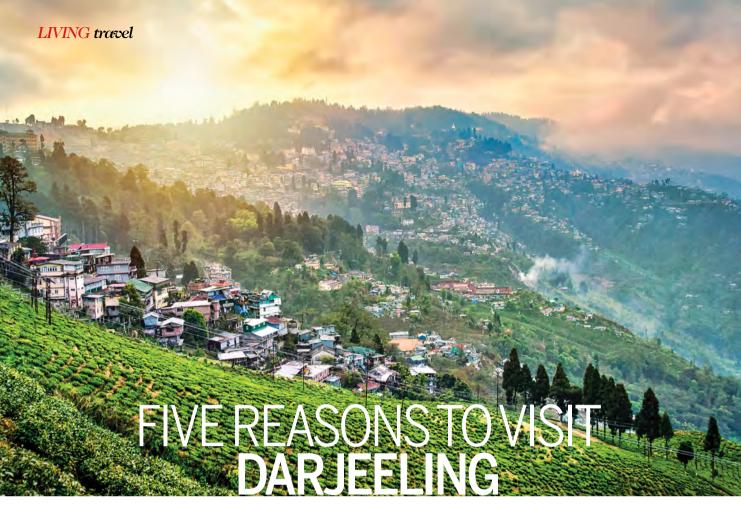


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The gorgeous peaks of the Himalayas that embrace it aren't the only reason to visit Darjeeling in West Bengal. This bustling hill station has been a favourite with travellers for years now and with good reason.

s we enter the unlock phase, with safety precautions people have started exploring the world. Discover the unique mix of Hinduism and Buddhism that permeates its culture, and allow the crisp, clean mountain air to rejuvenate you, on a quick getaway to this charming mountain city.

### **Beauty**

You'll find incredible views of the sun making its way into the skies over Kanchendzonga and the rest of the Himalayas from Tiger Hill. Take a jeep to get there before the crowds do!

### Tea

The area that surrounds
Darjeeling has a reputation
for tea that precedes it. If
you're here in plucking
season, which runs from
March to November (a bulk
of the plucking actually
happens in the monsoon
months), you cannot skip
visiting a tea estate. It's the
best time at which to learn
how the delicious drink goes
from the bush to your cup.

### Culture

Take a break from revelling in the clean mountain air to visit a few monasteries in the area. Top picks include the Bhutia Busty Gompa, which is where the original copy of the Tibetan Book of the Dead is housed (though you need prior permission to visit), and the Yiga Choling Gompa, to pay your respects to the five-metre-high statue of the Maitreyi Buddha.

IF YOU'RE HERE IN PLUCKING SEASON, WHICH RUNS FROM MARCH TO NOVEMBER, YOU CANNOT SKIP VISITING A TEA ESTATE.

### Mountain life

A good option, especially if you have young children, is Darjeeling's Padmaja Naidu Himalayan Zoological Park. More commonly known simply as 'Darjeeling Zoo', this space is home to rare himalayan fauna, including red pandas, snow leopards, and even Siberian tigers!

### **Adventure**

Darjeeling is home to the prestigious Himalayan Mountaineering Institute, which offers mountaineering courses, as well as adventure activities such as trekking, camping and rock-climbing.

# **HEART CARE**

RISK OF HEART ATTACK RISES IN WINTER, SAYS DR SARITA RAO



/arious studies have shown that heart attacks peak in cold weather as the fall in temperature triggers life-threatening diseases. The average number of heart attacks during winters is also higher thus, making it imperative to take precautionary action.

A drop in temperature can lead to spasm in the arteries and makes them more prone to plague rupture. This can in turn lead to a heart attack. People with a previous heart ailment or those who are susceptible to it are more vulnerable. Apart from this, the fact that heart must work doubly to keep the body warm is another added risk factor. Some other possible factors are the lifestyle changes in this weather including alterations to diet or exercise habits. One also often witnesses an increase in respiratory infections such as flu which have been associated with a risk for heart attacks. Those who suffer a heart attack can experience a diffuse constricting pain in

the centre of the chest. This may radiate to the left side of the body, particularly the left arm, to the back, and between the two shoulder blades.

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Indians, by ethnicity and genetic composition, are prone to heart diseases. This makes it more important to follow a healthy lifestyle. This is more so in the months of winter which can be risky for many people. Dipping temperatures and rising pollution create a deadly mix. Smokers are especially prone apart from people with diabetes hypertension, high cholesterol and a family history of early heart disease. A heart-healthy diet, avoiding excess alcohol, and physical

activity timed appropriately, are some measures one can take to prevent an impending heart attack. In case of any symptoms of chest pain, discomfort or undue breathlessness contacts a specialist immediately.

Some people may require additional treatment in case the condition spirals out of control. The preferred treatment for a heart attack is primary angioplasty. It helps minimize damage to heart muscles. In stenting, a small metal mesh tube called stent is placed inside a coronary artery and prevents it from re-closing. Nowadays, there are drug-eluting stents available which are coated with a medicine. This medicine helps further prevent the arteries from re-closing. Other treatment used concurrently is antiplatelet medications, clot dissolving drugs, and cholesterol lowering medications. Awareness of the symptoms and early treatment in hospital can help save precious time and life.

# WORLD AT YOUR FEET

Embellish your style with this range of fashionable footwear

**What:** Stylish footwear range from the house of My My

What we liked: Footwear brand My My launched its new collection of shoes at affordable prices recently. The collection incorporates creative laser cut detailing with cushioned foot beds (in-soles) that offer your feet a soft carpet-like feel to walk upon. The collection is designed with international fashion sensibilities and uses genuine leather and man-made materials all at affordable prices. The range includes a good balance of stylish slippers, pumps, heels, mules, ballerinas, flats and boots. Keeping durability as a key priority, the footwear is also super-comfortable. There are a variety of ranges to suit different purposes, tastes and preferences.

Price: On request Availability: mymy.co.in





## SUMMER SPREE Time to revamp your style

**What:** Spring Story—the new line of handbags from Da Milano

What we like: Da Milano recently launched its new collection of handbags called "Spring Story." The cheery line comprises elegant and vibrant bags in shades of pinks, orange, blues and yellows to fulfil the needs of all stylish women. Choose from a variety of styles like slings, hobos, satchels and many more. Along with vibrant colours, the handbags have a glossy matte texture. The collection is highly attractive and is available at extremely affordable prices. There is lifetime service warranty on the entire collection.

Price: Rs 9,999 to Rs 13,999

Availability: Across all Da Milano stores in

India



# THE OMBRE WAY

Celebrate Bohemian tradition with a flicker of modernity



What: The new Summer collection by Payal Jaiswal What we liked: Designer Payal Jaiswal recently launched the Summer 2019 collection Ambaram. This collection is a tribute to the changing tones of the sky, which change from dull to light and are reminiscent of the changing human

instinct. The inspiration for this line was taken from the Bohemian method of living. There is an effortless blend of fabric, patterns or hand embroideries. Each outfit is a work of art and the motifs on each outfit speak for itself. The outfits have been created to complement your personality perfectly. Perfect for the summer breeze, this collection is a must-have in your wardrobe.

Price: On request Availability: Shop No. 201, 2nd Floor DLF Mega Mall, Golf Course Road, Gurugram.



# SACREDWEAVES.COM WOVEN DREAMS

LOOKING FOR THAT GORGEOUS HANDLOOM SILK SARI THAT WILL BECOME A HEIRLOOM? HEAD TO SACRED WEAVES, AND YOU WILL BE SPOILT FOR CHOICE.



he wedding season is around the corner and beautiful handloom saris are what make you look stunning and make heads turn. And saris seem to fit the bill just fine. Especially a Banarasi sari. A Banarasi sari is one of the most ornate and beautiful garments from India, worn across the country for special occasions and weddings. This bridal favourite is much loved by all generations for its unmatched beauty and splendour.

The obsession with saris isn't just cultural, it's

emotional too! Gaining popularity among females in India as well as foreign countries, sari leaves an indispensable influence on a lady's life. They are the most well-known decision for Indian ladies and are favoured thinking about Indian qualities, ethics, and convention.

In the new age of online shopping, Sacred Weaves have excelled and promised an extraordinary experience by guiding the customer at every step. Shruti Shah, founder at Sacred Weaves, says that "the idea is to revive the Indian handloom by promoting Indian craftsmanship globally and redefine the concept of affordable luxury".

Sacred Weaves specialises in pure silk with Banarasi saris and Banarasi dupattas which treks through meadows of exquisite weaving of Banaras handloom to add more grandeur to the glow of "The Women Beautiful" and the place she walks. The company acknowledges that the trousseau of an Indian woman is considered incomplete without exquisite handloom fabric.

Keeping the authenticity alive and believing in "Make in India", the fabric produced is an age-old tradition of Varanasi with intricate designs and the use of Katan silk, tussar silk, cotton silk, kora silk, moonga silk and khadi silk. Their delicate gorgeous Banarasi saris and fabrics are well designed and manufactured using unmatched quality of yarn, motifs and dyes that are eco-friendly.

The brand has hundreds of years old Banarasi weaving convention and what truly sets them apart is their USP of being the only ones to provide customers with a "Certification of Authenticity" and the HSN Code (5007) upon purchase. "Beautiful designs and patterns used on our saris involves special skills, and hard work which reflects in these fine, delicate and elegant karigari of the saris," adds Shah.

With a great international presence, Banarasi silk saris have been the primal sense in terms of the glam world. Where the market is shifting towards the power loom and artificial silk, Sacred Weaves are keeping the heritage alive, providing people with the handpicked assortments of hand woven pure silk Banarasi saris.

Check out sacredweaves.com!



# **BON APPETIT!**

Flavours of Paris right in the heart of Delhi. By Akshita Satija



Name: L'Opera
Location: 13, Sham Nath Marg,
Civil Lines, New Delhi-110054
Ambience: Similar to all
L'Opera outlets, their first café
restaurant has high-toned Louis
XVI style furniture in carved
wood and marble. The elegant
portraits and photographs
depicting Paris; the signature
aroma of the freshly baked
croissants and macarons and
La Vie en Rose wafting through
the air; it's a great way to start

the day! It is spread across two floors with an additional multipurpose room on the mezzanine floor that is ideal for a warm family gathering or business meeting. The balmy outdoors offer British ambience and colonial architecture.

What we loved: A vol-au-vent and a posh toast were the firstcourse menu offerings. The volau-vent, French for 'windblown' stands by its meaning. It is a small hollow case of puff pastry filled with a combination of savoury French ingredients. Whereas, the posh toast is the ultimate fast food and midday snack. It was a healthy pile of thyme-scented and grilled mushrooms, shallots, garlic cloves and freshly roasted peppercorns over perfectly cooked olive bread. It's rightly said, "it's posh. It's toast! And everyone loves toasts." Both these classics were served with a side portion of fresh zucchini

and lettuce, enlivened by lemon zest, giving it a fresh twist.

Next, from the large plates, we tried cheddar and mozzarella stuffed sweet potato cakes. Some people say that in France, there is a cheese for each day of the year, yet the flavour profile of the dish was inclined more towards the chimichurri sauce. overpowering the world favourite cheese. Nevertheless. the sweet potato cakes were perfectly browned and light to eat. Along came a common dish made uncommonly well, the roasted garlic pizza, and popcorn and caramel shake from their expansive beverage menu. The smoked vegetables and soft crust of the pizza harmonizing with the balanced sweetness of caramel in the drink was a minimalistic and comforting way to happiness.

The three flavoured profiteroles, drawing back to its invention in the 17th century was our choice of dessert.
These are crumbly pastry balls filled with flavoured cream—raspberry, vanilla, and pistachio—that is coated in chocolate. While the vanilla and pistachio flavours were a little underwhelming, the raspberry or, should we say, "gasp-berry" will definitely make you say—crème de la crème!

Price points: ₹1,000 for two

## PUMPKIN AND COCONUT MILK SOUP



Try this recipe by Amit Kumar, L'Opera Culinary Head

#### Ingredients

500g pumpkin, fresh 50g red onion 20g garlic, fresh 50g coconut milk 800g vegetable stock 20g olive oil 5g salt 3g pepper

#### Method

Saute all the above ingredients in a saucepan with olive oil at medium heat for 10 minutes. Let it simmer for 30 minutes, with lid and 10 minutes, without the lid. Remove from heat. Blend all the cooked ingredients with a hand blender. Season it and then, store it properly. It can be used for 2-3 days.

# Capturing the colours with A CLASSICAL TOUCH

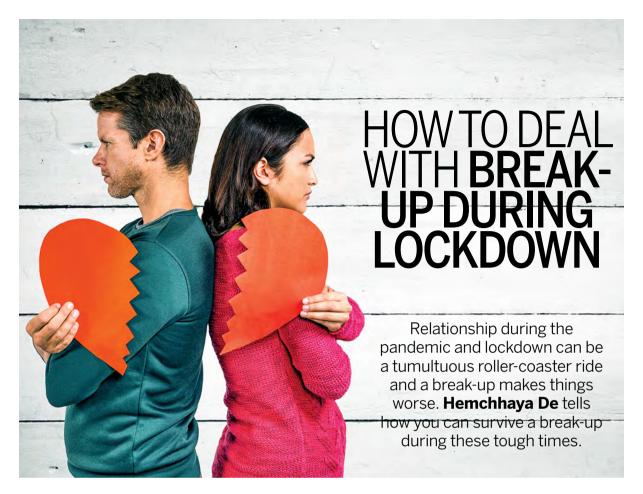
Kolkata's very own label, **NAINA JAIN** is synonymous with handcrafted, timeless ethnic and bridal wear pieces. **Kayalvizhi Arivalan** speaks to Naina Jain about the pandemic and how the retail industry is planning to bounce back.

apturing the colours that form the soul of a nation with diverse cultures shows the essence of Naina Jain label. Their creations are handcrafted, timeless ethnic and bridal wear pieces, giving the age-old bandhani craftsmanship, a modern twist-guided by a mix of classic luxury and urban chic fused with paradoxical textiles and shapes. In spite of the Coronavirus pandemic affecting the retail sector, they are confident of coming back with a bang especially with festivals around the corner. "There is a significant change in the consumers' attitudes and shopping behaviour during the ongoing pandemic. The lockdown has forced consumers to question their shopping habits including cost consciousness, preference for lesser impulsive buying. The trend has shifted to move on to sustainable clothing and organic clothing pieces" says Jain who added that there is a shift of interest and preference towards mindful design, transparency, and conscious consumerism. "The pandemic has come as a wake-up call for us to realign our goals collectively, aim for a more sustainable way of production and look at consumption with

fresh eyes and new perspectives".

Naina Jain is synonymous to 'Bandhani'. the art technique of 'tie and dye'. Inspired and mastered by skilled craftsmen of Gujarat and Rajasthan, the handcrafted creations are coveted timeless pieces. The label creates a diverse range of sarees, kurtas, skirts, and gowns, giving the age-old bandhani craftsmanship, a modern twist-guided by a mix of classic luxury and urban chic fused with paradoxical textiles and shapes. "Our upcoming collection focuses on tie dye patterns and mirror work detailing. We have also reinvented our bestselling collection of Bandhani on Organza giving it a festive touch of Hand Gota Patti" says Jain who said India's forced shutdown has definitely encouraged faster adoption of e-commerce for fashion purchases as customers get accustomed to ordering more online. "The comeback has been stronger and better with our online Webshop. We have reached out to clients far and wide, catering to their new found love for Bandhani" signed off Naina Jain on a happy note.





eing coguarantined with your partner or staying apart from each other during the pandemic can be treated as a kind of compatibility test for a couple. While some are bound to pass this test with flying colours, others can be heading for Splitsville. In case, you fall in the latter category - that is, you have broken up with your bae during these trying times - here's how you can pull yourself out of a world of pain:

# ALLOW YOURSELF TO GRIEVE

Okay, your worst fears have come true. And it's bad timing, too. So, accept it and allow yourself to feel the full onslaught of pain and hurt. Cry your heart out - it's okay to feel hurt and wronged.

### THINK OBJECTIVELY

After the initial shock and pain subside, try to put things in perspective. Maybe several issues had been festering within the relationship and a breakup had always been a distinct possibility. Maybe these difficult times have only served to highlight the deal breakers in your relationship. So, take the

reasons in your stride and strive to move on.

### THE JOB IN HAND

No matter what other trials and tribulations you may be facing in other aspects of your life, you need to focus on tiding over the present coronavirus crisis first.

Make every attempt to stay fit and follow all the safety protocols in place during the pandemic.

### **WORK THERAPY**

If you are working from home, focus completely on

the tasks assigned to you. If you find the time, upskill yourself - enrol in various online certificate courses relevant to your field. Use this time to reboot your career goals.

### **STAY CONNECTED**

You can be feeling extremely lonely, especially if you are living away from near and dear ones. Stay connected with your family and friends at all costs. Go for video chats or just call them. Despite these, if you are being unable to extricate yourself from the clutches of negative feelings because of the break-up, seek professional help - there are helplines you can turn to.

If you find the time, upskill yourself enrol in various online certificate

enrol in various online certificate courses relevant to your field.

# BBLUNT MAKESITS DEBUT IN THE 'CITY OF JOY'

BOLLYWOOD'S MOST SOUGHT AFTER HAIR DESTINATION, BBLUNT IS ALL SET TO LAUNCH ITS FIRST SALON IN KOLKATA WHICH HAS BEEN A LONG AWAITED DESTINATION FOR THEM.





ndia's premier hairstyling salon BBLUNT is all set to make hair waves with their newest launch in Lansdowne Terrace, Off Sarat Bose Rd, a prime residential and commercial hub of Kolkata. Speaking on the occasion, Adhuna Bhabani, Founder and Creative Director, BBLUNT said "Kolkata has been a long awaited destination for BBLUNT! Our Partner Priti Agarwal along with a talented and enthusiastic team is very excited to go on this journey together. Looking forward to spreading our wings further afield with this, our latest addition, bringing Happy Hair Days to Kolkata." Spoorthy Shetty, CEO, BBLUNT added, "We, along with our franchise partner, Priti Agarwal are happy to launch the 1st BBLUNT





salon in Kolkata, we have all the right ingredients- a great location, right franchise partner, well trained talent and a great product portfolio to set the Kolkata style quotient soaring high. We are looking



forward to the future with great excitement."

"I was always a client of Bblunt from long time .. so whenever I go to Mumbai one day I spend there for sure .. and Kolkata really needs this kind of brand ..this was my dream and passion to get it here in our city of joy.." says Priti Agarwal.

The salon has been meticulously designed with 6 luxurious hair stations, two manicure & pedicure pods, a beauty room, a hair spa room gives the customers endless options to indulge in. The beams are highlighted in green colour complementing the colorful interiors of the salon. The cutting & color sections have laminate flooring with the rest of the areas accentuated by river washed kota stone. A hand painted graphic portrait of Marilyn Monroe is sure to leave the customers spell bound. The entire floor plan has been carefully outlined to retain maximum space utilization.

Book your appointment at BBLUNT now to get pampered by a team of talented hairstylists, manicurists and beauticians! BBLUNT Lansdowne Terrace 35 Supra Court Lansdowne Terrace, Off, Sarat Bose Rd, Kolkata, West Bengal - 700026 T: +91-8334881444, +91-8334871444 www.bblunt.com

# HOW TO NOT BE A HELICOPTER PARENT DURING LOCKDOWN

When the word helicopter is used for describing a parent, it is generally implied that he/she is quite overbearing. And that they have quite a faulty, domineering parenting style says, **Hemchhaya De.** 

arents may love their children to bits, but smothering them with too much attention can be problematic. To begin with, if you are always breathing down your child's neck, you are curbing his/her freedom and making his/her individual space shrink. Now with the lockdown, parents are with their children 24/7. Well, that's a very good thing, until your continuous intrusion into their private space makes them feel suffocated. So, here's how you can stop hovering over your child while in quarantine.

# MAINTAIN A DISTANCE

There's a difference

between keeping an eye on your child and circumambulating him/her 24/7. Let them be on their own once in a while and watch them from afar. Don't let them get scared or irritated, thinking that you are scrutinising them closely all the time.

### STOP PANICKING

Constantly worrying about your child getting harmed is a classic trait of a helicopter parent. During the pandemic, everyone is worried about their near and dear ones. But worrying all the time

won't get you anywhere. Granted, you are worrying because you love your child and want the best for him/her. But your frayed nerves may make your child unnecessarily anxious and diffident.

# STOP EAVESDROPPING

Again, give your child space. Don't try to listen to every conversation he or she is having with friends on the phone or through video chats. Even your little one needs privacy. Respect that. If your child wants to talk to you about what he/

Constantly worrying about your

child getting harmed is a classic trait of a helicopter parent.

she chats about with his/ her friends, encourage that conversation. Just don't eavesdrop. Your child should feel comfortable about sharing his/her secrets with you. Also, if your child is attending his/ her e-classes, stop showing your face during the lessons.

### **FOCUS ON YOURSELF**

Take care of your own space as well. Spend some quality time with yourself - do things that make you happy. That way, you can beat stress and think clearly. If you are calm and stress-free, your child will be better equipped to manage their anxiety while coping with the lockdown. Be a positive role model for your child.



# SUCCESS STORIES THAT WILL INSPIRE YOU

CELEBRITY HOST AND MOTIVATIONAL SPEAKER NAINA MORE INSPIRES MANY THROUGH HER CANDID CONVERSATION WITH CELEBRITIES IN LATEST TALK SHOW. ZINDAGI AAPKI HAI.



ne ambition that is common to everyone is 'to be successful' and Naina More of Kolkata has been an inspirational figure for many, by guiding people through success stories of celebrities through her talk show Zindagi Aapki hai. From her inspirational poetry to her motivational speeches, More has continued to inspire the masses. Her online celebrity talk show Zindagi aapki hai, has been in the buzz after she interviewed Madhur Bhandarkar, Farah Khan alongside Rannvijay Singha, Gauahar Khan and Paras Chhabra who were extremely impressed by her inspirational words and positive energy. Here is an excerpt from our interaction with Naina More...

### You've always been a source of inspiration for many. What motivated you to take this path?

Since the very beginning, I was very good at speaking and influencing people: But my journey towards this path began when I came across the fact that in spite of great professional degrees and knowledge, a lot of people experience low morale due to lack of effective communication skills and Confidence. I wanted to make a difference in their lives. I realised the need for spreading positivity and mindfulness in the world and this made me choose this unconventional journey.

#### What do you do to keep yourself motivated?

I love what I am doing and want to do so much in

this regard. My goal is to bring positive change in the society. This keeps me motivated. There were times when as a teenager; as a youth; I had several questions in my mind, there were if's and but's which I wished someone would answer. So I chose to be 'that someone' to so many who are in search of answers and inspiration. I try to guide them and show the right path to them in life through my motivational speaking.

### What is your advice to the millennials who seem to be facing an existential crisis?

Existential crises can happen to anyone going through negative emotions. At times the negative emotions cause a person to think and question

about their very existence and purpose in life and this leads to deeper despair. There can be several reasons that can trigger feelings such as guilt; losing a loved one in death; feeling socially unfulfilled or a history of bottled up emotions. The best advice I can give to people suffering with this crisis is 'Express your feelings' and 'take control of your thoughts.' It is very important that you should express your feelings to your friends or loved ones. Take control of one's thoughts and focus on positivity. Stop questioning the universe, sometimes the best thing to do is to 'let it be' and that is how time will give you your answers. Life is to live and not to lose oneself.

# What according to you are the most common problems in a human's life that lead to depression?\*

Sadly Depression has become a trend in society. People strive to look good from outside but ignore the need for feeling good from inside. There are many causes of depression like an abusive past, stressful event, such as loss of a loved one, economic problems, Family history, medical conditions etc. I think the habit of competition and comparison in this era; is the major reason behind depression. People peep inside other people's life through their social media platforms and then begin to compare themselves and their life with others. This comparison makes them feel lesser; inferior and lonely at times generating negative emotions that lead to depression

# What was your idea behind the talk show Zindagi Aapki Hai which is inspiring in many ways?

A lot of times we see someone in a great position; with great achievements and wonder "How lucky they are". In the era of keywords 'viral' and 'trending', we believe that people get their success overnight. Through my show 'Zindagi aapki hai' I wanted to motivate others through the journey of celebrities. In my show top celebrities talk about the struggles and challenges they have faced and the hard work they have put in, to reach where they are. The show teaches us that there are no shortcuts to success; a lot of dedication and hard work will be answered.

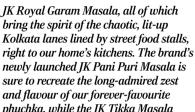
### FESTIVE ZING OF FLAVOURS

INDULGE IN VAST PALETTE OF CHATPATA STREET-SIDE FLAVOURS.

What: New set of spice mixes by JK Masale

What we loved: IK Masale has introduced a new set of spice mixes under the brand's Blended Spices range of products to ensure that festive is all things fun and spicy. Their 4 new blended spices - JK Pani Puri Masala, JK Tikka Masala, JK Curry Powder and bring the spirit of the chaotic, lit-up Kolkata lanes lined by street food stalls. right to our home's kitchens. The brand's newly launched JK Pani Puri Masala is sure to recreate the long-admired zest and flavour of our forever-favourite phuchka, while the JK Tikka Masala blend is perfect for home-made tikka,

> kebab masalas, tandoori, rolls and more. JK Curry Powder is a versatile mix of tangy Indian spices. blended to add a rich flavor and colour to warm Indian curries, sabzis and bhajis. The JK Royal Garam Masala is a superior blend of 13 rich and exotic spices. Price Range: ₹32 - ₹65 Available at: Grocery shops, retail stores e-commerce platforms



### **AKITCHEN SUPERSTAR**

An innovation designed for stress-free cooking.

What: Elements by Panasonic What we loved: Inspired by 'Elements from the Earth' Panasonic launches a New Series of Super Mixer Grinders, With Convenient Operations and 10 Trendy Colors this Mixer Grinder is more Powerful and Feature-Rich. It comes with Sleek and Stylish Design too. 'Elements Series' has a powerful Motor ensuring that the users grinding time is minimized. It also comes with Double Safety Locking Systems and a leak-proof design that prevents the overflowing of ingredients between the Mixer Body and Jars.

Priced at: On request Available: E -commerce sites





### **ULTIMATE SKINCARE ROUTINE**

Keep you sparkling with a touch of nature.

What: Green tea de tan body scrubber and Active face pack by The Soumi's can product

What we loved: Our entire body is covered in skin cells, but they are not all alive. Exfoliating our body of old cells is the key to letting the lively ones underneath come to the surface and shine, giving you healthier skin over all. Their green tea de tan body scrubber helps your skin to breath. clearing up of clogging pores. As your skin undergoes its own process of natural renewal, dead cells and other impurities accumulate and hide your skin's freshest layer. Soft touch premium scrub's micro granules quickly unclogs pores, removes dirt's and complexion dulling dead cells. The natural fiber cleansing base is gentle enough to use every day. Active face pack is a natural way to get of rash, pimple, reduce acne and frequent usage over a period of time helps to brighten the complexion of the skin and helps to reduce blemishes. It helps to remove all bacterial infections & impurities from

your skin that can cause pimples. It has got acne -fighting abilities and anti -bacterial properties to clear up the pimples from your

Price: Active is priced at ₹175 and green tea de tan body scrubber is ₹99 Available at: https://www. thesoumiscanproduct.com/



















The Runway Story Unit of Vayuveera Enterprises 57B, Block - D, New Alipore, Kolkata - 700053 Phone Number:9830078181





### ALL ABOUT THE FESTIVE CHEER

It's that time of the year when women love to flaunt their most innovative traditional ensembles.

**What:** Avama Jewellers by Abhishek Kajaria

What we loved: Avama Jewellers by Abhishek Kajaria, proudly announced the launch of their Diwali Collection, 'The Diwali Edit 2020'. When it comes to jewellery, Indians love to be in trend, but, at the same time, love to be traditionally dressed for festivals too. Creating a perfect balance between contemporary and traditional, 'The Diwali Edit 2020' is the perfect amalgamation of both the

worlds. This fine jewellery brand launched in October, 2017, boasts about their specialization in authentic traditional Jewellery with the touch of modern concept. It also includes a wide range of temple, Antique traditional; Polki diamond and handmade in-house diamond jewellery.

Price: On request

**Available at:** 2nd, floor shop no 208, Vardaan market, 25A, Camac St, Park Street area, Kolkata

REVEL INTO FESTIVE MOOD

Celebrate the deeply rooted traditions and the

festivities your own way.

**What:** 'Lyana' collections – Mia by Tanishq

What we loved: This festive season, usher with positivity celebrating deeply rooted traditions and the festivities your own way. Adding to the festive fervor Mia by Tanishq, one of India's most fashionable jewellery brands announced the launch of its exclusive and ethnocontemporary collection, Lyana to celebrate the light within you. Mia's Diwali offering is for the modern Indian women who is rooted in traditional values and believes in celebrating the festivals her own way. This new collection brings together traditional designs weaved with glamour of gold in ultra-modern



silhouettes. Lyana has a range of 14 Karat light-weight pure gold and diamond jewellery designs in earrings, pendants, bracelets and rings. The collection is inspired by the rich heritage of Indian classics but infused with the Japanese minimalism philosophy.

Price: On request

Available: Across all Tanishq stores

# FESTIVE SEASON COMES ALIVE

EVERY FESTIVE MOMENT IS FULL OF STYLE, COLOURFUL OUTFITS AND COMFORT.



What: Zivame

What we loved: This year our festive spirit is heavily inspired by colours that represent the essence of the festive cheerbe it during celebrations, while working, exercising or even relaxing at home. Bring your family together for a diwali gettogether. Family members who can't attend in person can join you virtually so they don't miss out on the fun. Organise online games, singing and dancing sessions so everyone can participate and have fun. Wear this pink Blouze Bra (a blouse with built-in Bra) with a matching Saree for a timeless, classic look.

Price: On request
Available: zivame.com



TAKING BEAUTY TREATMENT SYSTEMS TO NEW STATURE

SOUMI BHATTACHARYYA STARTED SOUMI'S HERBAL PRODUCTS PVT. LTD WITH THE BELIEF THAT EXTERNAL BEAUTY IS SIMPLY AN EXPRESSION OF PRISTINE INNER HEALTH - WHICH IS WHY SHE BEGAN HER JOURNEY BY LAUNCHING HEALTHCARE PRODUCTS

rom inner health to external beautification, the company has continued growing and added more products to its extensive line-up. From herbal tea to skin and hair care products like Can Fresh, Can Active, Can Grow - became milestone products in the industry. Bhattacharyya has always been extremely versatile in her ideas and endeavours and the support and motivation for 'The Soumi's Herbal' has always been her daughter, Candy. Candy has actively been involved in branding of the company's products. She is also a regular user of the products. She believes that it is necessary to have complete confidence in a product before taking it to the public. However, before working full-time for her mother, Candy wants to complete her education. She believes that education can give her the much required confidence that can help her grow her mother's business in the future.

Bhattacharyya has always believed

Soumi Bhattacharyya and her Daughter - Candy that in order to maintain healthy food habits; the food that we consume should not only be healthy but also tasty. Thereby Can Pure Food Products were launched. Candy has been working behind-the-scenes on Can Pure Food Products as well - in fact the products Candy likes best always turn out to be the best-sellers! Bhattacharyya has added another feather to her already decorated cap recently and entered the world of film, by making her debut as a producer. Perhaps Bhattacharyya's perpetually growing passion and

enthusiasm towards her work is what has turned her into a force to be reckoned with. Soumi Bhattacharyya, Candy and Can Group have all been progressing on their interconnected journey, overcoming obstacles and experiencing success at every turn—it is because they believe in "You can, I can, we all can."



81, KALITALA ROAD, KALIKAPUR, KOLKATA - 700078.

Connect: 9051125025.







# A fashion line for Ii'l champs This fashion brand for kids is known for its

# top-notch quality and attention to detail

WHAT: Champ's Closet, a children's clothing line

WHERE: The boutique is at 46/4 Ballygunge Place, Kolkata. Also available on their website, champscloset.in, Amazon India, Little Muffet and Hopscotch

WHAT YOU GET THERE: Champ's Closet is one of India's most popular children's fashion brands, loved by parents and kids everywhere! The brand was founded in 2016 by mompreneur and fashion designer, Minakshi, who brings to the table the invaluable perspectives of a mom and a fashionista while creating each gorgeous outfit. "Once I became a mother, I realised that there was an astounding lack of quality kids' fashion in the market," says Minakshi, who pursued a fashion designing course at INIFD. "Either they sported run-of-the-mill designs or they were outrageously expensive! That's when I decided to start my own clothing brand for kids, aged 0-8." The clothing line is known for its top-notch quality and painstaking attention to detail. For boys, the brand specialises in formal shirts, ethnic wear, pajama sets, waistcoats, blazers and accessories. For girls, it has a wide range of party wear, accessories, dresses, frocks, sleepwear, daily wear, pajama sets and ethnic wear. What's more, the brand has a fun line of cushions and stuffed toys. All in all, a veritable fashion paradise for kids. PRICE POINT: The range starts from ₹900

### Go for a denim makeover

### This collection from the international denim brand is all about adventure and fun

WHAT: Pepe Jeans' Autumn/Winter 2019 collection

WHERE: South City Mall, Kolkata WHAT YOU GET THERE: This

collection is meant for those who love adventure. So, expect a colourful mix of knits and puffa jackets, plaid shirts and hoodies, zip-up tops and folksy fun pieces. Bollywood star Sidharth Malhotra was in the city to unveil the collection. He said, "The range has innovative designs and exceptional fits for men, women and kids alike." So, as the festive season draws to an end. make a dash for these brand new denim offerings in town!

PRICE POINT: Starts from ₹2000





# Nine yards of beauty Check out the hand-woven marvels

WHAT: Finesse, a sari boutique WHERE: 11/1B New Road, Alipore, Kolkata and www.finessekolkata.com WHAT YOU GET THERE: Running for the past 22 years, Kolkata-based Finesse has just launched an e-commerce platform. This is a sari boutique that has been synonymous with quality and, of course, finesse of its products. The boutique owners have painstakingly

sourced saris from weavers based in various corners of the country. The collections are divided into Kolkata (Phulia cottons, jamdanis), Kashi (banarasis), Print (tussars, chiffons) and Ikats (from Gujarat and Andhra Pradesh). So, this festive season, go for handwoven saris that showcase the extraordinary skills of our weavers.

PRICE POINT: On request []



# SOUTH

# STAND-UP COMEDY is a serious business

Chennai's stand-up comedy scene had many upcoming talents in the recent past and **Syama Harini** is one such name that cannot be given a miss. **Kayalvizhi Arivalan** talks to the comicstaan star, one of the few female stand-up comics in the city



at and funny is how Syama Harini describes herself who is full of life and tickles your funny at the very first instance you get to speak to her. She is one of the very few female stand-up comics from Chennai and the only one who does stand up in Tamil. "I initially took standup in English just to rant out my problems, and then once I performed a set in Tamil which did well and Annamalai, the founder of Tanglish comedy club told me to pursue it in Tamil and that's the beginning of the story. Honestly did not think too much when I started doing it" says Harini who added that it was her friends who boosted her confidence on speaking about topics that are considered a taboo. "My friends liked it when I spoke about topics that were hushed down in the society. My mom initially was not very comfortable with such 'abacahram' topics but later on she gave up on me" laughs Harini.

She recently bagged the runner up title in Comicstaan

Tamil which became a huge hit amongst the local audience. When asked about the language preference in a stand up, Harini feels that it depends on the place of the performance and so the language selection.

She takes inspiration from Chennai's very own stand-up comic icon Karthik Kumar, Sumukhi Suresh, Praveen Kumar and her fellow Comicstaan contestants and Rabhinder Kannan. "I did not face any challenge as such to

### MY FRIENDS LIKED IT WHEN I SPOKE ABOUT TOPICS THAT

WERE HUSHED DOWN IN THE SOCIETY



be honest. One advice I got when I had started was to never give up on my jokes easily and do not worry if we don't perform well" says Harini while speaking on her challenges being a lone woman warrior in the tamil stand up scene in Chennai. "Keep writing and share jokes which will eventually work out. Don't be scared to bomb on stage is one thing every comics has ever taught me " added Harini. She recalled her proudest moment on stage was when she performed the opening acts for Sumukhi, Praveen Kumar and Zakhir Khan in Chennai in Counter culture and Soco comedy clubs. Harini concludes by saying gender does matter while doing a stand-up act as only women can make fun of pregnancy and periods and not a man. "If you are a woman you have more things to make fun of !!!" [3





hopping too much, overspending, impulse buying can all be a bad thing if you're living beyond your means, missing important bills to pay, and disregarding budgeting completely.

#### Check Your Inventory

If you shop too much, it can be hard to lose track of all items that you purchase. Make sure you do an inventory check once in a while so you don't end up buying items similar or completely different to what you have. For example, if you're shopping for clothes or décor pieces, it's better to spend on items that will work with your wardrobe or interiors than buying items that you can't wear or display. You don't want to buy something that will lead to having to buy a host of other stuff that matches it!

#### Separate Wants And Needs

Whenever you see something that catches your eye, ask yourself if you really need it. If you already have enough clothes, shoes, or accessories that can be mixed and matched to create varied looks, then you don't need to buy more of these things. But if a pair of your favourite jeans have worn out, you can consider buying yourself a

### IF YOU SHOP TOO MUCH, IT CAN

BE HARD TO KEEP TRACK OF ALL ITEMS THAT YOU PURCHASE.

new pair because that's a wardrobe basic!

#### **Give Yourself Time**

If you think the temptation to buy unnecessary stuff is getting the better of you, just put off making the transaction. If you're shopping online, leave items in your cart for a day; if you're at the mall, go back the next day to purchase. Chances are, you'll be able to control your urges or will feel lazy enough to not head out again!

## Make It Difficult To Shop

Quit cold turkey by giving up your credit and debit cards; this is especially helpful if you're a fan of shopping online. You don't have to destroy them though, leave them with a trusted family member or friend who can encourage you to give up splurging. Additionally, have only a minimum amount of cash on hand when you go shopping so that there's no way for you to spend unnecessarily.



It is a fact that, the COVID-19 pandemic crisis has led to huge surge in online transactions Karnataka Bank advises all the customers to adhere to the following precautions while transacting through Debit card, ATMs, Internet and Mobile Banking Channels;



- Don't share Debit card details like PIN, Password, CVV, OTP details with anyone & and keep it totally confidential.
- · Never write down the debit card PIN anywhere or share the PIN with anyone, not even with friends or family members.
- Block the debit card immediately if it is lost or stolen through Internet Banking, KBL Mobile Plus (Mobile App) banking channels. IVR or contact our nearest Branch or Contact centre at 1800-425-1444 (Toll-free). 080-22021500.
- Make use of Debit Card Switch ON/OFF feature in KBL Mobile Plus app to temporarily disable debit card when not in use.



- · Avoid taking help from strangers while using debit card or handling cash.
- Destroy/ensure safe keeping of the transaction slip immediately after use.
- · "Shoulder surfer" can peep at your PIN as you enter it. So stand close to the ATM machine and use your body and hand to shield the keypad as you enter the PIN.
- · If you observe any suspicious device attached to the card slot of ATMs/Cash Recyclers, then do not use it.







- Don't store important banking data on the mobile, e-mail, electronic wallet or purse.
- · Do not become victim of SIM swapping. In case you receive a message on change of SIM or Deactivation of SIM without your consent, immediately contact your network service provider and also change your Internet Banking/Mobile Banking Passwords or Contact Bank to block the logins by contacting our helpline numbers.
- Update the mobile operating system regularly.
- Consider installing security software from a reputed service provider and update it regularly.
- Always type https://karnatakabank.com in your browser to login to Internet Banking or for any other information. Do not search through any search engines and do not enter your user ID & passwords in any other sites.
- · Change the password at regular intervals and ensure that the password is strong so that no one can crack it.
- Avoid logging in to your bank account at common computers in cyber cafes or libraries. These are crowded places, and there are more chances of your password being traced or seen by others.

For more details, please contact your nearest branch or call Toll Free No. 1800 425 1444











# **HELLO HYDERABAD!**

For all the needs of jewellery enthusiasts



**What:** GRT Jewellers launches its biggest showroom ever in Hyderabad.

What we loved: India's most trusted iewellers since its inception in 1964 GRT Jewellers understands the cultural background of their customers and fulfils their jewellery aspirations. Recently they inaugurated their new and biggest showroom at Somajiguda Circle, Hyderabad. The new showroom offers its customers a wide range of iewellery that includes Gold, Diamond. Platinum, Silver and Gemstones. The showroom also boosts of specially curated, exquisite Pachi collection, Kundan, Ruby & Emerald, and Uncut diamond collection to meet the needs of the jewellery enthusiasts in Hyderabad. To celebrate the inauguration of this new showroom, GRT Jewellers is offering customers exclusive inaugural offers and discounts which makes it all the more special.

Price: On request

**Available at:** GRT Jewellers, Somajiguda Circle, Hyderabad

### **AN EXQUISITE COLLECTION**

A collection that brings alive the beauty of oneness



What: Ekatvam by Tanishq
What we loved: Ekatvam is an
ode to the rich artistry of some
of the India's best Karigars who
have come together in spirit of
togetherness from around the
country. The splendor of this
collection lies in the integration
of various regions across India
featuring 15 different art forms,
bound together as one
masterpiece in each piece of

jewellery. The exquisite collection features stunning designs where elegance merges with solidity and modernity with use of various unique Karigari techniques like Nakkashi, Rawa work, Kit-Kita work and Chandak layering. The delicate patterns and effortless artistry highlight the rich origin of these Karigari techniques. In Tanisha's festive collection, craftsmanship is combined with the finest Indian art forms signifying the vision of togetherness that resides in the core thought of Ekatvam. Price: On request

Available at:

All Tanishq stores



# **Spice up your fitness routine**

The smartband can go easily with any outfit

What: ZEB-FIT920CH smart fitness band by Zebronics
What we loved: The new normal has brought a tremendous change in routines and the stay at home even more challenging. As the world is slowly finding ways to go back to it's routine, people are working on more than one means of keeping themselves active. The smart band by Zebronics - ZEB-FIT920CH comes with a heart rate

sensor, sleep monitoring, pedometer, customizable watch faces, long battery life and comes with two stylish straps in red and black color. The easy to use clip type charger that tags along is an added advantage. It comes with impeccable functions like the pedometer that counts the steps, heart rate monitoring, sedentary reminder alarm, call reject, stopwatch, find phone, remote camera shutter and more. The fitness tracker sports a square design display that is rounded at the edges and has a firm strap that provides a comfortable fit. It is designed minimalist to blend perfectly with everyday wear.

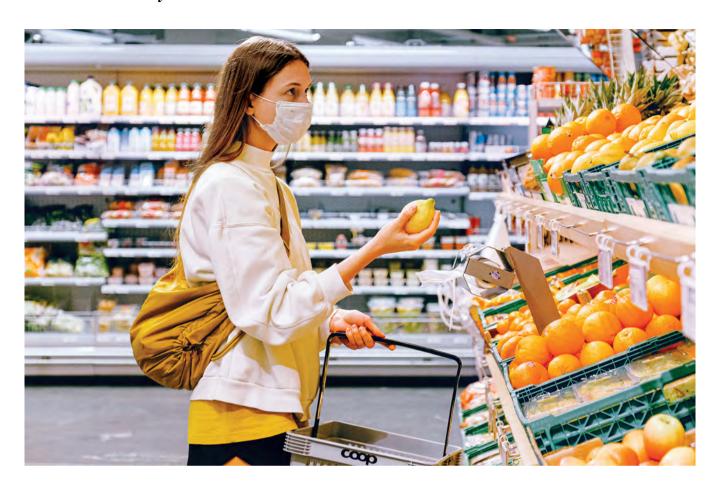
**Price: ₹1699/-**

Available at: e-commerce sites





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# HOW TO STORE YOUR RATIONS PROPERLY

It's important to have long term food storage. To keep items organized, set your food storage pantry up says **Neeti Jaychander** 

he virtues of organic over conventional foods have been spoken about for a while, but other than the higher cost of procuring organic produce, the other factor one needs to consider is storage. Not only does organic food have a lesser shelf life, it also tends to need more TLC as far as storage options go. Here's what you need to keep in

mind while storing organic foods.

### **Buy Local**

Pick up local produce, rather than organic foods that have been shipped from elsewhere, because you're not losing out on precious storage time, which would be used for procurement and travel. Whether it's fruits, veggies, dairy, or even dry organic produce like pulses, grains, and spices, think local, and opt for products that are as close to you as possible—these also tend to be cheaper, and reduce the carbon footprint.

### Don't Neglect The Cleaning Process

Even if you feel your produce has no pesticides, it needs to be cleaned. Add a bit of vigear

# ORGANIC MEAT, VEGGIES AND FRUITS DON'T LAST VERY LONG.

TRY AND COOK THE VERY DAY YOU BUY THEM.

### The Freezer Is Your Friend

Organic meats, veggies, and fruit don't last very long. So the minute they're purchased fresh, unless you intend to cook them that very day, they should go straight into the freezer in individual ziplock bags. Use your common sense though—for instance, organic bananas, tomatoes. onions, and potatoes won't last very long even in a freezer so but in smaller quantities and use them soon. Remove and thaw the frozen produce just before use.

### **Invest In Airtight Containers**

For dry rations like legumes, nuts, seeds, whole grains, and



spices, invest in airtight glass containers. This prevents spoilage, and also prevents ants and other insects from entering the containers. If you have room, you can stick these in the freezer as well, for lesser spoilage.

FOR DRY RATIONS LIKE LEGUMES, NUTS, SEEDS, WHOLE GRAINS, AND SPICES, INVEST IN AIRTIGHT GLASS CONTAINERS.





### **CREATE JAMS & PICKLES**

If you feel your organic fruits or vegetables are not going to last too long, and you can't use them all quickly, increase their shelf-life with age-old preservation processes endorsed by grandma! You can make jams out of fresh fruits, and pickles out of both, fruits and veggies. You can also dehydrate certain foods like organic mushrooms, and use them in cooking over a period of time.

# FORMING NEW BONDS

Often, women find it hard to mix and mingle with their in-laws. Read on to know about fabulous tips on how you can better your relationship with them. **Ravina M Sachdev** 

et's get one thing straight, your in-laws are an essential part of your partner's life which makes them an important part of yours too. Balancing your work life, personal life and developing a loving relationship with your in-laws could be slightly tricky initially but it's definitely not rocket science. Take the help of the tips mentioned below to form a loving and last bond with your new family.

### LOWER YOUR EXPECTATIONS

The golden rule of lowering your expectations when applied to any relationship has wonderful results.

Remember that they aren't your parents and may behave differently than them. It may hence be wise to lower your expectations when dealing with your new family.

## TAKE AN INTEREST IN YOUR IN-LAWS

Always choosing the activity that you like best or going ahead and selecting your favorite Mexican restaurant for dinner for every celebratory meal rather than asking your in-laws about their choice and preferences doesn't exactly make your the ideal daughter in law. Take an interest in their likes and dislikes, make a note of it and







allow them to choose an activity, restaurant or even movies at times. This will certainly make them happy.

#### ALWAYS BE POLITE

Having a terrible day at work does not give you discounts to act in a snide way with your in-laws or even be rude to them. You're only going to further jeopardize your relationship with them by being impolite. Always be calm and polite no matter what the situation.

#### **RESPECT THEM**

Constantly being on your phone at the dinner table or even watching TV while they speak to you is rude. Pay attention to them when they speak. Listen, ask questions and show them that you are interested in them. It's natural to not like every topic that they topic but that does not mean that you have to ignore them.

# DO NOT TREAT THEM IN A WAY YOU'D NOT WANT TO BE TREATED.

### STEER CLEAR OF INDULGING IN PETTY GOSSIP ABOUT YOUR IN-LAWS.

#### **HELP THEM OUT**

Do not shy away from helping them out. Fixing a light bulb for them or doing the dishes or even running an errand for them would only show them that you care for them. Of course, we aren't asking you to clean their house squeaky clean top to bottom every Saturday, but helping them out sometime would definitely be appreciated.

## DON'T COMPLAIN OR COMPARE

How would you feel if people

around you complained about you or compared you to other ideal daughter in laws? Low, right? Do not treat them in a way you'd not want to be treated. Comparing them your best friend's in-laws will only upset them further and have them detest you and harm your relationship further. Steer clear of indulging in petty gossip about your in-laws and do not under any circumstances share bad stories of your new family with your family or friends, that's just plain wrong.

### RESPECT THEIR PRIVACY TOO

Just because you're a member of the family now doesn't mean that you need to know about everything and interfere in their personal family matters. Respect their space and do not keep asking about things they are not keen on sharing with you.



# LEARN TO SAY 'NO'

Turning down your child for something can be tricky. To say that it's difficult to <u>say no</u> to kids would be a major understatement. Read on to understand how to say no to your child; by **Ravina M Sachdev** 

iving in to your child's whims regularly just because he starts crying every time you say no is only going to spoil your kid in the long run. It's essential to put your foot down on things you don't want your child doing. Here are some ways in which you can say no:

#### Give a straight answer

It's often best to give a definite no in most cases as opposed to beating around the bush. Don't keep them hanging by saying we'll see. It's only going to make them believe that there is a potential of you

agreeing to it. Skip the maybe's and get to the point as it may only get your kid to whine, beg or request the demand more and more.

### Explain when needed

There are times when saying no without making your child understand why you are saying no is not helpful. If you do not want them standing too close to the pool, it's probably best to make him/her understand the repercussions of it rather than a strict no. When your child understands the reason behind your denial, it'll be easier to not do the thing you asked him not to.



#### Do not feel disappointed

Disappointment is a common emotion amongst parents when they say no to their kids. Parents often end up feeling like they are letting their kids down by saying no to something. Understand that it's okay for your child to not understand something or for him to feel upset at your denial. Do not be too hard on yourself for the same.

### Rephrase your sentence

At times, you can try rephrasing your sentence. Try replacing the no into something positive. Instead of saying, "no, don't run down the stairs", you could say something like "please walk down the stairs". Kids often get tired of listening to the word 'no' and do not pay attention after a point. So reworking on how you say something will help.

## Be strict with consequences if needed

Putting in a small but significant punishment will help deter tantrums and concurring problems. If the child learns that all actions have consequences, he or she will think twice before repeating the problematic actions.

UNDERSTAND
THAT IT'S OKAY
FOR YOUR
CHILD TO NOT
UNDERSTAND
SOMETHING
OR FOR HIM
TO FEEL
UPSET AT
YOUR DENIAL.

#### Do not yell

It natural to lose your calm while your kid howls after being refused for something. But it's not the best idea to yell at your child. Yelling at your kid may only help promote emotional issues in him. Instead, take a few deep breaths, change your tactic, try engaging your kid differently and thus end the tricky topic.

## Ensure you are saying yes enough

If you are overly protective of your child and keep saying no most of the times, then it is best to keep in mind that you will have to say yes enough too. Saying no all the time may only have your child resent you.

## It's never too late to start saying no

If you've been giving in to your child's demands all the time up till now, it's only natural for the child to not take you seriously if you decide to say no now. Break the pattern of saying yes to your kid always to please him/her. Insert authority, say no and stick to it. It's essential for your child to learn how to handle a 'no' early in his or her childhood.

# **BEAUTY IN LAW**

She balances the two opposite careers with aplomb. Meet Inspector Prema Vignesh Patil. By **Ravina M Sachdev** 

### PREMA VIGHNESH PATIL

here's something about a woman in uniform that makes heads turn with respect. And when the same woman also makes heads turn at a pageant, it makes for a unique combination of talents. Inspector Prema Vignesh Patil is one such lady. It was in the seventh grade after watching a movie called Tejaswini that depicted a dynamic and fearless lady police officer, that she decided to become one herself.

"I have always been good at studies and was a college topper too. But when I decided to opt for MPSC (Maharashtra Civil Services

Exam), I did not want to put any sort of financial burden on my father since he had to look after my younger siblings' education too," she says. Her father used to work in the MSEB office before his retirement and her mother has always been a homemaker. Since she is the eldest among her siblings,

she felt that it was her responsibility to take care of them.

Patil decided to take matters in her own hands. She started holding tuition's for commerce students to fund her own education. Being the academically gifted student that she is, she even managed to crack her MPSC exams at the very first attempt. Apart from academics, she was even good at various curricular activities. "My fondest childhood memories have to be my school time annual day functions. I have fond memories of my mother waiting eagerly for me to get my prize, year after year. I still remember the exact look on her face," she reminisces.

She lived in Mumbai before she joined the





police force. She has now shifted base to Pune. For Patil, modelling happened completely by chance. "I happened to see one advertisement on social media regarding a Mrs India pageant in 2019 and entered it. My objective was to learn, get the experience. Being a police officer, I was aware

that this was a totally different field. Ramp walk is different from the parade walk that I am used to!" she adds. However, she ended up winning the pageant which she shares was a surprise for her too. The pageant was her ticket into the world of modelling.

Her biggest achievement to date, though in her opinion, is cracking the MPSC exam and becoming a police officer. "Even though I have been born and brought up in Karad, my native place is in Palus Taluka, a small village called Pundi in Sangli district. I am the first person from my village to become a police officer. The love and respect that I receive, from the people of my village, is what makes me feel that this is the biggest thing I have achieved," she elaborates.

She even shares that connecting with so many different people on daily basis is what makes her work interesting to her. She adds that it feels good to hear them out and help them in their distress. "I cannot describe the feeling when I am able to unite a missing person with his/her family or a kid with mother," she adds. I



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