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FOREWORD

Actor, singer, dancer, refined, wise, success story. That's Tara Sutaria. Our cover girl this issue tells us all about the importance of connections, of how keeping in touch with family and friends and maintaining relationships is very important to her. Our All About You section carries that thought forward. You'll catch cues to building bonds in your most-watched sitcoms, find ways to make peace with a former partner, and be inspired by how our favourite celebrities stand up for our furred and feathered friends.

Tara also talks of choosing happiness, of ensuring that you surround yourself with the people and things that keep you grounded and bring joy to your life.

Speaking of joy, this issue will offer plenty of inspiration for that! Shades of red, statement sunglasses, the coolest athleisure looks — if fashion and beauty raises your spirits, you're in good hands. If your consistent search for nirvana is mapped on plates, there's that too, both *desi* and continental style. If you're looking to bond with family and have a great time, our travel feature tells you how to journey with your near and dear ones without getting on each other's nerves.

As always, *Femina* is about inspiring women, such as Dr Gauri Agarwal, the founder of Genestrings Diagnostic Centre, the first lab in India that started conducting COVID-19 RT-PCR tests at airports, and Nina Lekhi, who used a dropped college year and a borrowed ₹7,000 to set up what

is today the massive Baggit brand. And, of course, the Indian-origin women in US President Joe Biden's cabinet; each of them also lighting the way for so many women to achieve their dreams.

Yes, the country is currently buffeted by the second wave of the Coronavirus. Yes, the waves of uncertainty might try to dampen our spirits, but the *Femina* woman is unstoppable. Let's go forth, safely, toward a more balanced life.

Sincerely,
Team Femina





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Who do you look up to
as a change maker?



**Aishwarya @
alwaysaiswarya**

I used to and still look up to
Jayalalitha for what she did
for the people of Tamil Nadu.
Leader in the truest sense!



Ameeta @Kavita_1907

Me myself that is the best way
to get the change I want



Vrutika Shah @vrutikas11
Kamala Harris

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WE HEAR YOU!

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No-shame March. This edition is truly one of the best, as the cover itself is so inspiring and motivating at the same time. Change is very important in the kind of lives we live. These changes can be societal as well as personal. What's more important than these changes is that we celebrate them. This edition of *Femina* has left no stone unturned in doing that, starting right from the #NoBeautyTestChallenge to sharing stories of trailblazing women who have achieved extraordinary feats in their journey of life.

Shivangi Kapoor, Delhi

This is the issue that puts *Femina's* spirit out there! Real women talking of real-life experiences on the different levels at which beauty stereotypes operate. Kudos, *Femina*, for highlighting this issue! The interviews with the different change makers chosen from various sections of society were insightful, leading us to understand the reality behind the perceived success.

Swati Mehta, Vadodara

Reading the latest issue of *Femina* was extremely motivating. Watching different women break different stereotypes makes my heart happy! Even though people call themselves 'modern' these days, their mentality and the way they think can sometimes be immensely backward. It is interesting and inspiring to see how women are standing up for themselves with the #NoBeautyTestChallenge and showing everyone that they do not have to meet the beauty standards set by society. Thank you, Team Femina,



for highlighting these issues, and giving these beautiful and strong real-life women a platform on which to share their stories with the world.

Khushi Gupta, Delhi

The latest edition fills my heart with love for these amazing women

as they share their real stories in an effort to stop the beauty test and rewrite societal beauty standards. In a world where people like to follow standards set by social media, the #NoBeautyTestChallenge is a wonderful initiative. Great job, Team Femina, for bringing these inspiring stories into the spotlight and redefining the true meaning of beauty.

Kashish Khanna, Delhi

The Change Makers issue is really a change maker! Loved the stories about all the powerful women who brought about change in their own way. The inclusivity in the beauty industry story really struck a chord with the reality today where the lines are no more present to differentiate between genders. As always, I love taking the fun quizzes; that's the best part of reading the magazine—knowledge and fun!

Akruti Dalal, Nainital

Being a beauty enthusiast, I am very happy to know that *Femina* is talking about genderless beauty standards. It's important for every industry to talk and push boundaries regarding inclusivity. It's high time now for every industry to be aware of it and start talking about it.

Aayata Boolani, Pune



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THE INSIDE STORY

TARA SUTARIA GETS REAL WITH SUKRITI SHAHI IN A CANDID CONVERSATION ABOUT RELATIONSHIPS, LOCKDOWN LEARNINGS, AND AN UPCOMING YEAR OF EXCITING PROJECTS

PHOTOGRAPHS: RAHUL JHANGIANI | STYLING: YUKTI SODHA

S

ome people just have it. Tara Sutaria, for one, because, apart from her luminous skin, impeccable style, and the fact that she's abundantly talented, also has an eloquent personality. Her charm is intriguing, to say the least, and all these different, layered facets add up into one stunning 'student'.

The 25-year-old actor, who is currently working on several interesting projects, learned to take things easy during the lockdown. The last year was spent spending time with family, on self-musings and introspection, as she reveals, "It's nice to be with myself. I also spent a lot of time with my family and closest friends, which I didn't get to do before because I was working a lot." That's her ideal form of unwinding—being at home and enjoying a hearty meal with people who matter. Sutaria also says she used her time at home to reconnect with herself. "What I have learned during this period is that it's really important to get back to basics and connect with myself. Communicating with oneself is imperative. One thing I realised is that it's fine to let go, not work, be alone, and just be with yourself," she muses.

While she uses the time that she gets to spend at home constructively, life is also different without her sister, Pia, being around. "Since my sister is away, things are different. I am accustomed to having her by my side. Growing up as twins, we tend to do things together, so it is strange to not have her around," she adds with a hint of nostalgia. "But that's the cool part about growing up! It's hard for sure because I miss her a lot, but I think it's fantastic



that we both are pursuing our dreams. Staying away, you become stronger, tougher and it makes you value your relationship much more."

Just three years into the industry, Sutaria learned the importance of keeping it real relatively early in her career. While it's hard to miss her when she's on a screen, her demeanour off-screen is known to be calm and poised. She's unfazed in front of the camera or when conversations try to delve into her personal life. This is because she's understanding the art of striking a balance between being in the public eye and keeping her close relationships sacred. "I've been performing on stage almost every weekend of my life since I was 12. I was really

young, so maintaining relationships and keeping things going have always been important to me. It's a continuous process," she explains. "I'm proud that I've managed to keep all my relationships intact ever since I was a little girl. It's important to balance your personal and professional life. Something that I've always focused on is not giving more importance to either one, because that is the only way to have a fulfilling and satisfying life."

Sutaria, who seems to have found that

“IT IS IMPORTANT TO CHOOSE HAPPINESS OVER EVERYTHING. YOU CAN EITHER CHOOSE TO SULK OR TAKE IT IN YOUR STRIDE AND MOVE FORWARD”

happy equilibrium, believes that the key to keeping a relationship going is communication, understanding, and acceptance of the other person. "Growing with the person, evolving over time, patience, and honesty are important in any relationship," she adds. Sutaria also emphasises on having the right people around and the importance of listening to them. "Such people keep you grounded, and make you feel happy and grateful. If, at times, they suggest that someone (or something) is not good for you, it's good to listen to them and not defy what they are saying."

However, for actors, a huge part of life is shared with the public sphere, especially with the rigorous use of social media.

At times, and especially over the last few years, that environment can become toxic, often encouraging parasocial tendencies.

From dealing with the constant pressure

to comply with stereotypical standards of beauty to fighting unsolicited, often thoughtless labels, it's imperative to know when to disconnect from the virtual world.

"It is important to choose happiness over everything. You can either choose to sulk or take it in your stride and move forward," says Sutaria, who firmly believes in maintaining the necessary perspective when it comes to dealing with online trolls and bullying. "What I do when I see something unpleasant or unexpected about myself is laugh it off and not let it affect me. There was a time when I got affected by social media, but I realised that these things are constantly going to happen. Also, I think that it's a reflection of the person who's trolling you and not necessarily about you," she declares.

So, how does she find her sanity while navigating through a world that is often critical of, well, everything? For one, Sutaria seems to have made her peace with who she is, both on the inside and on her oft-judged outside. "My definition of beauty is this one phrase that my mother has always said to me and my twin sister growing up: 'beauty is as beauty does'. I think effortlessness is beautiful. People who are happy and fulfilled are the most beautiful, whether it's a man or a woman," she says. "It is so much more than what is on the surface. I know it sounds cliched, but it's true. I've realised that beauty isn't just what you see on magazine >



covers or in a film. There's much more to it." Her source of beauty inspiration is such a clear mirror of her ethos, as she explains. "I have always admired Barbara Streisand who is a writer, director, producer, actress and, of course, an extremely well-known singer. She has been unabashedly herself since the beginning of her career and I really respect that. She is the definition of beauty to me because she's unafraid to be herself and that's beautiful."

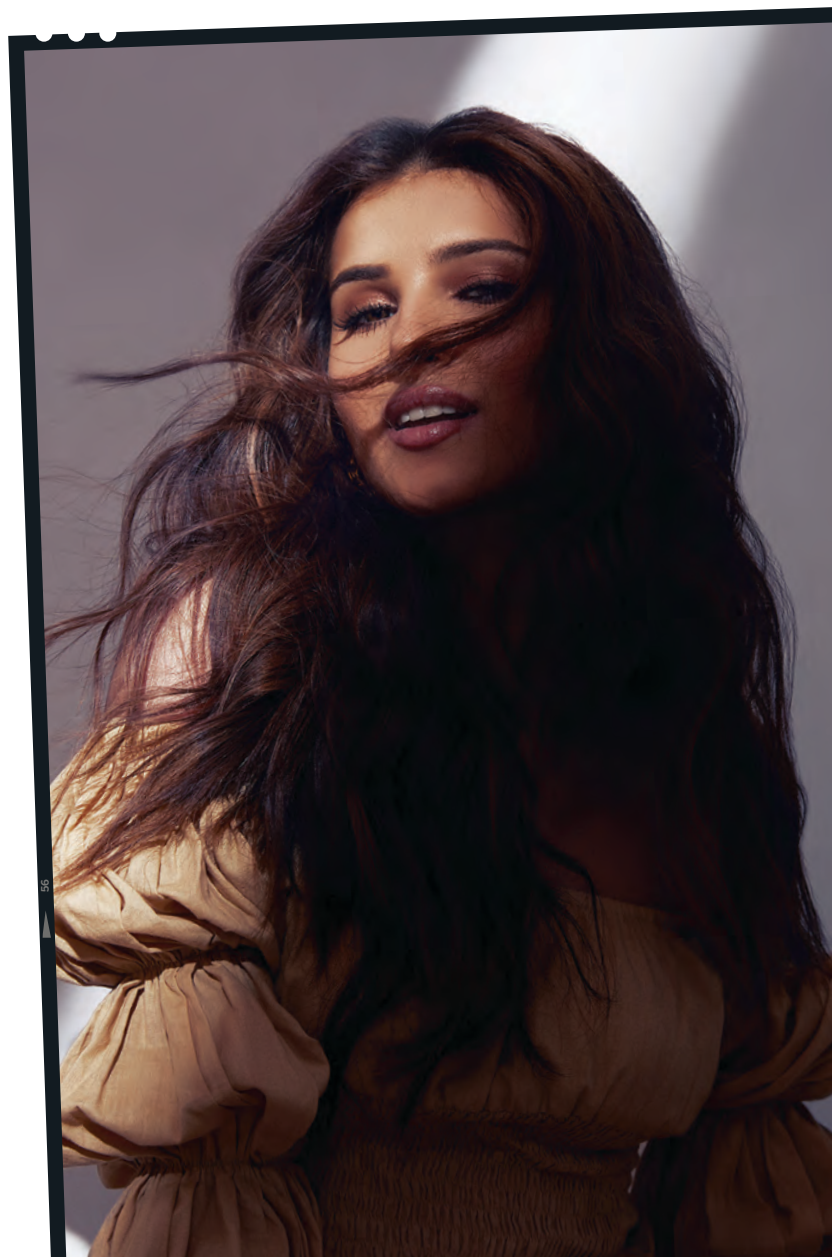
It's surprising, but Sutaria also considers herself a bit 'old-school'. She's been trained in singing for the last 15 years, so, needless to say, her passion for music runs deep. But she believes she connects better with the music from the iconic eras of the '50s and '60s. "Also, some of the '70s, the '80s, and the early '90s," she smiles. She chooses classic jazz hits when asked about her favourite genre. "Right now, I'm listening to a song from one of my favourite films, *The Shape of Water*, and it's called *You'll never know*. It is a beautiful jazz (sort of) song and sounds like it's recorded in the '50s."

Looking ahead, 2021 is going to be a big year of projects for Sutaria with three releases lined up: *Heropanti 2*, *Ek Villain Returns*, and *Tadap*. "I'm feeling happy but also nervous because of the current situation. I just hope that my films make people happy because, after all that we've gone through, we deserve this happiness. It's a very exciting time for me," she observes. After making her debut as a small-town girl in *Student of the Year 2* under the Dharma banner, Sutaria made an unexpected move with her second role, playing a mute girl. Case in point: she prefers versatility and isn't afraid of taking risks. Sutaria attributes trusting one's instinct to navigating big life (and career) decisions, declaring, "I have always followed my instinct and a certain energy or vibration that comes from a person or an experience. If you go with your instinct and with the feeling that comes from within, it is almost always correct. Even if it isn't, there's a lot of learning in that. However, for me, I have always followed my instinct and it has worked."

With a slate of projects, there's much work to be done. After a lull of almost a year due to the pandemic, Sutaria has resumed shoots in the new normal, which includes going onto sets that take testing, distancing and sanitisation into account. But conversation naturally turns to a hopeful future, however distant, when travel opens up properly again. She especially

expresses her desire to visit Italy, saying, "It is a place I have always connected with. My mother has been to Italy a number of times and she's told me many stories about the country. She thinks that I will love it and so it's going to be the first place I go to when all this ends." Reminiscing over her favourite travel memory, she raves about the birthday trip

“ IF YOU GO WITH YOUR
INSTINCT AND WITH THE FEELING THAT
COMES FROM WITHIN, IT IS ALMOST
ALWAYS CORRECT ”



Rapid Fire:

FAVOURITE APPS:

WhatsApp because I can connect with everyone, and Instagram because it's so much fun.

LAST PIECE OF CLOTHING YOU BOUGHT

I bought a maxi dress online. I am filming in Goa currently and wore it the other day.

AN ACTIVITY YOU HAVE RECENTLY DISCOVERED

Not recently discovered but I got back to playing badminton. It's something that I have grown up loving to play; it's fun and a great workout.

YOU HAVE A COLLECTION OF...

All kinds of bags! I am obsessed with bags, especially mini bags from the '90s. When I travel, I collect vintage bags. I have a lot of vintage jewellery from the '80s and the '90s. I have also been collecting old coins. I have several boxes of coins that go way back.

WHAT WILL WE FIND IN YOUR FRIDGE?

In my fridge, you will find unhealthy food because I don't diet at all! You will find ice cream, frozen food and lots of hot sauce. Also, all kinds of meat and Asian sauces because I love to cook.

YOUR WAY TO UNWIND...

If I'm at home and not working, I love to have my friends over, just a couple of them, have a little sort of a dinner that maybe I would cook, play some lovely music on my record player, have drinks and a chill time.



“ I JUST HOPE THAT MY FILMS MAKE PEOPLE HAPPY BECAUSE, AFTER ALL THAT WE'VE GONE THROUGH, WE DESERVE THIS HAPPINESS ”

that she took to the Maldives. “My trip to the Maldives was beautiful and peaceful after a stressful few months. It was spent in amazing company and was a much-deserved break. It was my first birthday without my twin sister and away from home, but was still absolutely magical and special. It was one of the most special weeks of my life.”

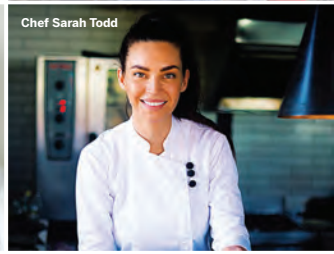
The intrigue, spoken about earlier, is entirely valid, given that Sutaria is a strong mix of strength and grace. Versatile, a risk-taker, and unafraid of failure, we can only hope some Tuscan sun comes her way, and ours, soon. Because, if there's one more thing we're taking away from this interview, it's Tara Sutaria's wonderful enthusiasm to dive right into life. **F**



FEMINA x GoodHomes

A DELICIOUS CELEBRATION OF SUMMER

Indulge Fest 2021 was a fun-filled affair with discussions, masterclasses, and culinary tips and tricks. **Priyaja Bakshi** reports



The summer edition of Indulge Fest by Femina x GoodHomes tempted food and drink enthusiasts across the country to take on the summer in the most delicious ways possible. The virtual food festival, on March 26 and 27, 2021, celebrated the magic of summer with the support of our food and drinks partners: Nestlé MILKMAID, Dabur Honey, Weikfield, Tirupati Oils and Estuary.

RIVETTING DISCUSSIONS

Our 'tastemakers' helped to build up the excitement. India's first tea sommelier **Snigdha Manchanda** threw open the discussions, talking of how nutrition can go hand in hand with taste and flavour. **Chef Suvir Saran**, whose exemplary Indian fare brought New York's Devi restaurant its Michelin star, gave us lessons in life (and food, of course), discussing farm-

to-table practices, being Indian in the world of food, and his journey with sustainability. **Chef Rachel Goenka** spoke of how she adds summer to her many restaurant menus, and shared her favourite summer desserts from her book *Adventures with Mithai*. Sommelier **Nikhil Agarwal** introduced us to his exciting summer plans and told us how he kept spirits up through the pandemic downs. We also chatted with the super inspiring diva, **Chef Ritu Dalmia** about her beginnings in food and her adventurous journey to success. **Chef Aditi Dugar** talked about seasonal eating and creating trends through innovation and deliberation. Architects **Pashmin Shah** and **Saahil Parikh** discussed the nuances of kitchen design and how kitchen layout and orientation add to the experience of cooking at home and in a restaurant. **Chef Varun Inamdar** took us on a journey down memory lane, revisiting





THANKING OUR PARTNERS



in a raspberry custard tart, while **Chef Neha Shah** brought us two delicious recipes with Dabur Honey: a simple honey granola ice cream and a honey-roasted tofu and veggie lettuce wrap. **Chef Manpreet Dhody** of Foodhall Cookery Studio showed us how to make an impressive tomato carpaccio salad with Japanese dressing, while **Chef Swaroop Aiyappa** of Evolved Foods expanded the vegetarian cookbook with tandoori alt meat tikka skewers. Food stylist **Vindhya**

past summers and trysts with food. **Chef Karishma Sakhrani** advocated the art of clean eating and offered tips and tricks on planning a conscious diet. We laughed along as **Chef Maria Goretti** and **Chef Shilarna Vaze** reminisced about childhood summers with food memories, and wrapped up the tastemakers section of Indulge Fest with **Chef Sarah Todd**, celebrity chef, model and restaurateur, telling us about her journey through the lockdown and her exciting plans for summer 2021.

COOKALONGS!

The Indulge Fest masterclasses were filled with fun culinary tips and tricks to try at home. **Tejasvi Chandela**, host of *The Baker's Table* on Zee Zest, demonstrated a never-fail cake with summer fruits. Team GoodHomes and Weikfield brought us a simple summer dessert: jelly custard sand shots. Baker **Aishwarya Murli** made the perfect key lime pie, and we learned an Indianised twist to a continental classic with ras malai tres leches from **Chef Ruhee Bhimani**. Nutritionist **Maya Pereira Sawant**, founder of Lean Kitchen by Maya, made strawberry and cherry trifles with cacao and vanilla. **Chef Kanak Khathuria** had a special assistant in the kitchen, her daughter, and, together, they made delicious ice cream custard using Nestlé MILKMAID. Baker **Parth Bajaj** elevated Weikfield custard

INDULGE FEST CELEBRATED FOOD AND DRINK WITH **MASTERCLASSES AND INVIGORATING DISCUSSIONS**

Karwa tapped into summer flavours with her recipe for mango tabbouleh, while **Renu Dalal** put together a tempting eight-layered Mexican salad. **Chef Kirti Bhoutika** recreated the trending baked feta tomato pasta with Weikfield pasta, while **Ishana Passi** stirred up refreshing summer mocktails to beat the summer heat. We also learned about food aesthetics, food styling and the finer nuances of table styling with blogger **Meenakshi Kapoor** and designer **Nikita K Agarwal**. As an added bonus, Canada-based blogger **Shrutilaya Ramanathan** created an organically-styled table setting that is pet-friendly as well!

GOOD SUMMER EATING TO YOU!

Indulge Fest 2021 was filled with cues for delicious summer fun. The summer edition continues to inspire with recipes and tips and tricks that will help you make the most of the hottest time of the year.

You'll find all this content on the microsite: <https://www.femina.in/indulge-fest-2021>



TECH'S THE WAY!

The Economic Times x Femina Women In Tech Forum brought together doyens of the technology world who discussed building a sustainable, equitable and digital future



Smriti Zubin Irani



Dr Neeta Verma



Arundhati Bhattacharya

Inspiring the next generation for change and celebrating the women who have broken the glass ceiling and are inspiring many more along the way, Femina x Economic Times, hosted the inaugural edition of the Women In Tech Forum on February 24, 2021, featuring leaders who have battled stereotypes to carve a niche in what was considered a male bastion.

The one-day virtual event saw the coming together of frontrunners like **Smriti Zubin Irani** – Minister of Women and Child Development, Minister of Textiles, Government of India, **Dr Neeta Verma** – Director General, NIC, GOI, **Sheenam Ohrie** – Vice President, Dell Digital Services Online, Dell Technologies, **Kiran Mazumdar-Shaw** – Executive Chairperson, Biocon, **Rekha M Menon** – Chairperson and Senior Managing Director, Accenture in India, **Deepali Naair** – Chief Marketing Officer, IBM – India and South Asia, **Julle Linn Teigland** – CEO and Managing Partner, EY - EMEI, and **Cathy Hackl** –



Kiran Mazumdar-Shaw



Rekha M Menon



Cathy Hackl



Julie Linn Teigland

Futurist & CEO, Futures Intelligence Group, among many others.

The event began with an interaction featuring Irani and Nayantara Rai – Chief of Bureau–Delhi, ET Now, on the topic ‘A Step Towards an Equitable Society’. Speaking about bringing a change, Irani shared, “As PM Narendra Modi says that change must begin at home. Since, from childhood, we must inculcate equal roles and responsibilities whether it is related to tech or becoming a caretaker. Even today, subjects such as engineering, cloud computing, machine learning, AI have been given a masculine colour. And it is time we transform. It is through initiatives such as this that we will be able to raise actionable awareness and promote more inclusivity in the sector.”

The event also saw Dr Verma speak about ‘Shaping a Sustainable Future with Digital’. She spoke about the importance of the Digital India programme, which was formed in 2015, with a focus on the power of technology and how it is an important tool in our everyday life. “There is of course a lot of potential among women who take up technological roles, however they lack the correct vision. The need of the hour is to give them opportunities. The upcoming technologies such as artificial



Deepali Naair

intelligence (AI) will give hope to all the sectors of the society especially women to enhance their skills and grow as the country grows,” she shared.

The event focused on the challenges and the next steps for involving more women in this sector. Not just that, it also celebrated the women leaders in tech by giving them a platform to discuss, address and engage in various panel discussions, keynote speeches and success stories. The thought-provoking discussions focused on the need of the hour, including topics such as the impact of having more women in technology, women-led technological innovations in the era of globalisation, revamping enterprise in the digital transformation journey, and technology, information, and resilience in the new normal.

The Femina x Economic Times Women In Tech Forum also acknowledged and lauded the efforts of women change makers. The Change Agent Editor’s Choice Felicitations were done in three categories— Leadership, Technology Disruption and Customer Experience. Women who have contributed significantly to their respective fields with out-of-the-box ideas, paved the way for future women leaders, demonstrated extraordinary talent, and provided support and encouragement to peers and the next generation were lauded. >

CHANGE AGENT EDITOR'S CHOICE FELICITATIONS

Category 1: Inspiring Business Leaders

ARUNA JAYANTHI, Managing Director Canada and Latin America, Member of the Group Executive Committee, Capgemini

ARUNDHATI BHATTACHARYA, Chairperson & CEO, Salesforce India

DIVYA GOKULNATH, Co- Founder and Teacher, BYJU’S

FALGUNI NAYAR, Founder and CEO, Nykaa

NEELAM DHAWAN, Board Member, ICICI Bank

PRERNA JHUNJHUNWALA, Founder, Creative Galileo

REKHA M MENON, Chairperson and Senior Managing Director, Accenture in India

SINDHU GANGADHARAN, Head of SAP User Enablement & Senior Vice President & Managing Director, Sap Labs India

Category 2: Technology Disruptors

ANNIE MATHEW, Chief Information Officer, Mother Dairy

ARPITA DAS, Chief Information Officer, Valvoline Cummins

ARUNA RAO, Strategic Technologies Advisor, Kotak Mahindra Bank Ltd.

HARMEEN MEHTA, CIO & Head, Cloud and Security Business, Bharti Airtel

KAVITA NAIR, Ex-Chief Digital Transformation & Brand Officer, Vodafone Idea

POOJA CHATRATH, Chief Information Officer, Cryoviva Biotech Pvt. Ltd.

PRIYA DAR, Senior Vice President – Digital, Amway India

PUNEET KAUR KOHLI, Chief Technology Officer, Universal Sampo General Insurance Co. Ltd.

SAKSHI VIDUR, Global Head - Information Security for APAC, Yum! Brands

SALONI VIJAY, Cluster IT Head, Vodafone Idea Limited

TINA SINGH, Chief Digital Officer, Mahindra Finance

Category 3: Customer Experience Marketers

ARCHANA SINHA, Senior Director Marketing, Salesforce India

DEEPAI NAAIR, Chief Marketing Officer, IBM India & South Asia; Podcast Host, Being CEO with Deepali Naair

GEETU BHATNAGAR, Senior Director - Head of Marketing, Oracle India

ROSHNI DAS, Marketing Director, Intel India Technology

SARIKA NAIK, EVP and Chief Marketing Officer – India, Capgemini

SPECIAL HIGHLIGHTS

THE FORUM BROUGHT FORTH SOME INTERESTING INSIGHTS FROM THE INSPIRING WOMEN. WE HIGHLIGHT A FEW



KIRAN MAZUMDAR-SHAW

“Developing a medicated product, a new drug or vaccine or anything in the live tech area that is addressing an unmet need is actually coming up with a novel way of treating a disease. If that is the way we go about developing an idea and abbreviating the regulatory path, the investment of taking such an idea to the market becomes much lower. And then you see much more innovation coming into the fore.”



ARUNDHATI BHATTACHARYA

“I think the ecosystem, the family, the entire society, all need to work hand-in-hand. Anything is possible, but yes, you do have to have a supporting structure that makes life easy and reduces tension. And people who are not fortunate enough to have that, they have to keep striving for it and I think it will happen.”



SMRITI ZUBIN IRANI

“Affordable devices, I think, is one aspect which needs to be addressed and the government is addressing it through the production-linked incentive scheme in the field of IT, in the field of mobile manufacturing. That being said, I also feel that there is community participation which we see in an enhanced version.”



ARUNA JAYANTI

“It’s time to have a micro focus on the real problem, which is that we have a leaky middle layer. If we see why women leave the workforce, it is largely for two or three reasons: maternity related, the second is the husband or his family relocated somewhere, and the third is that they don’t have the flexibility to be able to work. We need to address all three to be really able to fix the gap.”



REKHA MENON

“Women could either be the key beneficiaries of these (digital) shifts or they could be key shapers of these shifts. Because, one, as beneficiaries, the geographies have disappeared that were a major constraint to participate in the workforce, and they can now work digitally from home, from tier two cities, and participate in socio-economic activities.”



NEELAM DHAWAN

“We have not been encouraged to take careers in science and technology, but the more we do, there’s a great opportunity for a very evolved and sophisticated career for women in technology. I think our whole education system has to change towards that. I am a great believer in the start-up movement that we are having in our country today for the last 10 years.”



DR NEETA VERMA

“Inclusion was at the core of the Digital India programme, which basically focused on accelerating the pace of digital transformation across all sectors.” **E**

HOW HAS THE PANDEMIC AFFECTED RELATIONSHIPS?

68%

broke up due to the pandemic.

54%

people believe partners spend too much time on the phone.

41%

say their relationship is better.

33%

experienced intimacy and sex issues.

15%

had less sex since the pandemic began.

9%

reported infidelity.

What worked for couples who grew closer during the pandemic?

- ➔ Spending quality time together
- ➔ Planning for the future
- ➔ Focusing on goals
- ➔ Taking up new hobbies
- ➔ Exercise



Jennifer Weiner, American writer, television producer, and journalist, once said, “Divorce isn’t such a tragedy. A tragedy is staying in an unhappy marriage, teaching your children the wrong things about love. Nobody ever died of divorce.” As Weiner points out, divorce can sometimes be a better option for you, your partner, and your children than trying to work through a relationship that can’t be salvaged. But, once that’s done, what then? Some say it’s impossible to be friends with your ex-husband; others believe it is possible if both sides take the initiative to make it work—for yourself and your kids.

According to *Staying Friends with Ex Romantic Partners: Predictors, Reasons, and Outcomes*, a study conducted by the Department of Psychology, University of Kansas, there are four reasons to stay friends with exes:



THE EX FACTOR

It is possible to have a cordial relationship with your ex-husband. **Radhika Sathe-Patwardhan** has some pointers

security, practicality, civility, and unresolved romantic desires. “Sex, sexual orientation, attachment styles, personality traits, time since breakup, and reasons for breakup all predicted staying friends,” reveals the study. “Staying friends due to unresolved romantic desires resulted in negative outcomes, whereas staying friends due to security and practical reasons resulted in more positive outcomes.” Similarly, when it comes to divorce, why you divorced—and, to an extent, how you divorced—plays a big role in

the way ahead if you want to remain on friendly terms with your ex.

KEEP YOUR DISTANCE... TO START WITH

The major hurdle to staying cordial and friendly with your ex is the feelings and attachment you have for him, which can’t be turned off easily. One way to overcome this is to maintain some distance initially, while you sort through the emotions

and can be objective. “Work on any attachment or the need to control that is still there after the relationship is over,” says Kshama Jain, counsellor and life coach, “Once there is no such attachment, and when there is self-awareness about one’s behaviour, it should not be difficult to have an amicable relationship with an ex.” She points out that it might be a bit uncomfortable to see an ex with a new partner; one might feel possessive or get protective, but, she cautions, you must ensure that you do not act on these thoughts.

ACCEPT THE PRESENT

It’s easy to get caught up with the way things were before the divorce, with discussions becoming arguments or with one person getting emotionally overwrought with what the other said or did. You need to work through >

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those feelings and get out of living in the past. Accept the reality of what is actually happening instead of dwelling on what-ifs and what-could-bes. “My ex-husband Suraj* and I parted ways a year ago; we have a 10-year-old daughter,” says chartered accountant Naina Malhotra. “Initially, discussions about her school or other decisions would end in a screaming match—like they did before we divorced. A friend pointed out to me that I was still living in the past when it came to my emotions and what I felt about Suraj. A counsellor helped me sort through my feelings, and, now, discussions with him go much more smoothly.”

ESTABLISH BOUNDARIES

If there are children involved and you decide to co-parent, you will be frequently interacting with your ex. As a married couple, you

SELF-CARE IS NOT SELFISH; SEEK PROFESSIONAL HELP IF NEEDED, AND ACCEPT THE SUPPORT OF FAMILY AND FRIENDS TO GET YOUR LIFE BACK ON AN EVEN KEEL.

ESTABLISHING GROUND RULES

Be polite and respectful towards each other.

Don't use children as messengers. Communicate with a brief phone call or a text; keep it to the point and impersonal.

Don't get involved in your ex's personal matters. Likewise, don't tolerate intrusion in yours.

Unless it's about a decision regarding the children, don't fall back on him for advice or support.

would have divided the parenting responsibilities, it was probably easier to trade them with each other as and when required; it was doable. But, post the divorce, it is imperative that you mutually decide on the responsibilities, and stick to them. “Set healthy boundaries,” Jain advises, “Figure out what works for the two of you and come to mutually-beneficial rules and boundaries that both of you are comfortable with.”

CREATE A CIRCLE OF SUPPORT FOR YOURSELF

Heading forward solo can be daunting, especially if you were married for a long time. Surround yourself with people who support you. Build up a new system for yourself that empowers you. “I have been lucky to have family and friends who have stuck by me through the divorce and after,” Malhotra observes, “They not only helped with my daughter and took care of her when I was at work, but also offered me tremendous emotional support, all of which was much required and appreciated!” Take the time now to indulge in a hobby that you didn't or couldn't do before, go on a vacation with your friends, and don't hesitate to do things that make you happy.

Self-care is not selfish; seek professional help if needed, and accept the support of family and friends to get your life back on an even keel. Keep in mind that it is possible to establish a more amicable relationship with your ex, but not at the cost of the same emotional damage often inherent in a bad marriage. **E**

Divide your parenting responsibilities equally to avoid any fuss later



SPIRITUAL AWAKENING

Motivational speaker **Jaya Kishori** helps you understand more on spirituality and how one can imbibe it in one's daily life.



Starting early at the age of seven on a spiritual journey, motivational speaker Jaya Kishori was inspired to bring a positive change in the society. "The elders in my family instilled values in me through the medium of spiritual stories which motivated me to move towards the path of spirituality," she shares. This journey helped her find harmony and clarity in thoughts and emotions which in turn helped her be a better person. This journey became an integral part of her life and "I never realised when it became a part of my career, my daily work and an important part of worship," she adds.

She has had many milestones in her journey to date: "When I had rendered my first speech as a spiritual orator in front of a huge crowd, I had shivers down my spine and tears in my eyes to experience my dream becoming a

reality," she recalls, "When I started with my motivational sessions, I received enormous amount of love and warmth of people from different parts of the world through letters and social media. It is a heart-warming feeling to know that something I said has brought a positive change in the lives of people."

UNDERSTANDING SPIRITUALITY

"I strongly believe spirituality is a very simple term which is highly

misunderstood," she shares, "Spirituality is a process of being fully aware of yourself and your surroundings, it is a process to realize the greater purpose of life." Self-realization is one of the most important aspects of spirituality, she feels. There are certain virtues associated with spirituality like sense of compassion, empathy and open-heartedness in her opinion and "every person carrying out his life duties with utmost self-realization and compassion is a spiritual being."

Through increasing hope, kindness, self-compassion, gratitude, and awe, anyone can start being more spiritual; "It is not a separate way of living but instilling these habits in our lives to make it better," Jayaji notes. Like Swami Vivekananda said, "You have to grow from the inside out. None can teach you, none can make you spiritual. There is no other teacher but your own soul."

SPIRITUAL AID FOR THE NEW NORMAL

The current situation is still under recovery; "We all are struggling with this pandemic, though unequally as those with underlying social, economic or physical vulnerabilities are suffering the most," Jayaji notes, "This is the time to awaken our spiritual senses and become compassionate towards our fellow beings, towards our duties to nature and recognize that we belong to one connected family."

She also points out that before interacting with other people, "We must firstly try to listen to our own thoughts and address them. Here is where spirituality comes into the picture where we are taking the path of self-realisation addressing our fears and finding solutions on how to overcome it. If we are spiritually strong and we know who we are only then we will be able to help others and take care of them." We should awaken the virtues associated with spirituality, she feels as it will help us to live together in harmony and peace with people and also with our inner selves.

TIPS BY JAYA KISHORI TO HELP IN THE JOURNEY OF SPIRITUAL AWAKENING:

- Observe your patterns both negative and positive.
- Realise your worth and increase authenticity
- Increase compassion and love for self as well as others.
- Detach from expectations.
- Be conscious and intentional.
- Realise a sense of connection.
- Keep a control on your thoughts and words. Always be kind.
- Develop an optimistic explanatory style.
- Explore new ideas and learn every day.
- Let go of your ego and jealousy.
- Practice forgiveness.
- Practice Yoga and meditation.
- Be as practical as possible.
- Do not compare yourself.
- Always be kind, choose love and respect others.
- Spend some time in nature.
- Set some alone time for yourself.
- Volunteer or donate to the poor.
- Express gratitude and appreciate the little things around you.

A PEACEFUL PARADISE

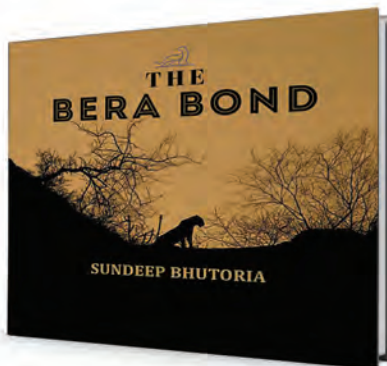
The Bera Bond by Sundeep Bhutoria dedicated to his four-year-old daughter, Aavya, enthrals the reader with the discovery of this unknown region where leopards and humans coexist without conflict

What if we tell you there exists a place, in our very own country, where humans and leopards have coexisted harmoniously for years? Intrigued? Well, culturist, author and wildlife enthusiast Sundeep Bhutoria has answers for all the questions popping up in your curious mind at the speed of light, and he does offer them beautifully in his recently-launched coffee table book, *The Bera Bond*.

As the name itself suggests, we are talking of the Bera village in the Pali district of Rajasthan, about 140km from Udaipur. Although relatively unknown, this region is now on the wildlife enthusiasts' radar for the intriguing bond that the villagers share with about 55 big cats there.

It is a known fact world over that wild animals and humans are often in conflict over survival, but not in Bera. Here, leopards frolic in their habitat without risk of being captured, as humans move around in the village without the fear of becoming prey to them. Why, you ask?

The Bera Bond carefully examines this cohabitation and more, not only providing the readers a glimpse of a bewildering phenomenon, but also an overview of



Above: Zubeida, who was the inspiration for the eponymous Bollywood film; Below: snapshots from Bera

the space that is Bera—its climate, its striking points, the attitude of the inhabitants, wildlife and birdlife among many other things. It also mentions Zubeida, who was the inspiration for the eponymous Bollywood film starring Karisma Kapoor in the title role.

Bhutoria translates his research and experiences articulately for the readers, especially for travel enthusiasts, while conservationist and photographer Shatrunjay Pratap Singh acts as the author's guide for the most part of his journey, also lending his magnificent photographs to the book, along with other contributors.

The author of six previous books, Bhutoria found a truly unique subject matter to explore for this one and wasted no time in getting in touch with all the right people to present it forth this hidden gem to his readers. With a foreword by veteran environmental activist Bittu Sahgal and an introduction by actor, writer and bird watcher Victor Banerjee, Bhutoria's latest offering frolics around what the region is most deep into—leopard love. >





"AT SUCH A YOUNG
AGE, AAVYA CARES
A LOT ABOUT
ANIMALS, BIG AND
SMALL"

Author Sundeep Bhutoria
has dedicated *The Bera Bond*
to his four-year-old daughter,
Aavya, who loves animals

BEAUTIFUL AND **BEWILDERING**

Author of *The Bera Bond*, Sundeep Bhutoria, shares insights on the community, his research and experiences of working on the book with **Shraddha Kamdar**

Q How did you learn of Bera and the coexistence of the leopards with the community? Did you plan on researching it the minute you heard it?

As mentioned in the book, I first heard about Bera from my friend, the then forest minister of the government of Rajasthan and wildlife photographer Bina Kak during an informal luncheon. I have always had a fascination for big cats and after writing *The Safari*, my book on tigers, I was on the prowl for the subject of my next publication. Bera piqued my interest and I launched on my research immediately.

Q What was the most challenging part of the research for this book?

There was very little information available on Bera, other than by word of mouth. I heard about Shatrunjay Pratap Singh and was told that he is working intensively for

the conservation of Bera and its leopards. I gathered most of the information from him and his friends and acquaintances, spoke to the locals and the right people with Shatrunjay's guidance. That's how this book came to light.

Q Tell us about a thrilling experience with the big cats on your expeditions.

One of the highlights was being able to name a leopard cub, at the request of the locals. I named the cub Gullu. I also saw a leopard emerge from the bushes on the steps of a temple, and devotees passing it by without blinking an eye. This mutual respect for space left me awestruck.

Q You have dedicated your book to Aavya, your daughter. Tell us a little about her love for animals.

I have dedicated it to my four-year-old daughter, Aavya. Every morning, the first thing she does is feed the pigeons and

birds with me. In winters, we would go and feed the ducks and fishes too. At such a young age she cares a lot about animals, big and small. She also has a pony that she adores; his name is Kahlua. It is so important to bring children closer to nature and wildlife and to teach them that our actions affect other animals living on the planet.

Q What is the one learning of this entirely conserved Bera way of life or ecosystem that you want to leave with our readers as food for thought?

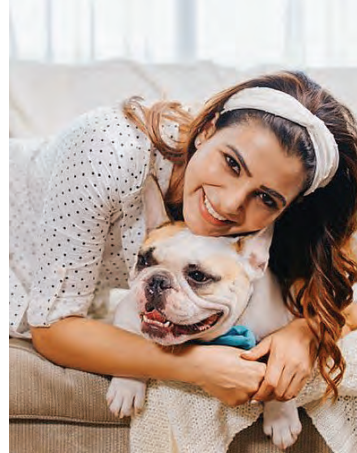
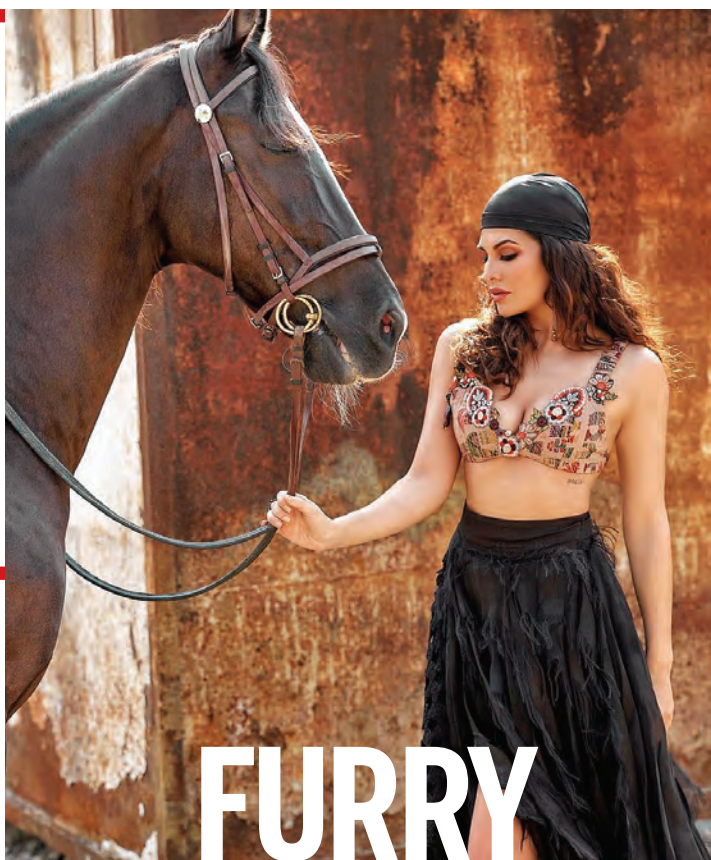
Having experienced and embraced the unique coexistence of human and wildlife habitation in Bera, I think it can be held up as a shining example of harmonious cohabitation and celebrated without sully the sanctity of Bera. My learnings, although from the standpoint of a wildlife enthusiast and traveller, are truly unique and bewildering. **F**

The author with his latest work published by Pan Macmillan



JACQUELINE FERNANDEZ

Jacqueline Fernandez has a posse of cats to keep her company, and her love for her pets is well-known—her Instagram feed is proof of that—but she also extends this affection to animals in need. She joined PETA India's campaign to ban horse carriages in India, and joined celebrities and activists alike in raising awareness.



SAMANTHA AKKINENI

South sensation Samantha Akkineni and her pet friend Hash are both social media sensations. From campaigns to fitness workouts, Hash is seen everywhere and rightly so! Akkineni has also been vocal against cruelty to animals in the past, and has downright refused to wear animal fur.



FARHAN AKHTAR

He might have made us swoon with his performance and singing in *Rock On!!*, but it is his homely, compassionate side that leaves us wanting more. A huge believer in 'Adopt, Don't Shop,' Akhtar welcomed an Indie, Ty, into his family. Keeping Ty and Akhtar company is another Indie, Jim. Some best friends do have fur and tails, don't they?

FURRY DELIGHT

Take cues from celebs who redefine the idea of unconditional love. By **Aishwarya Acharya**

The past year might have been difficult, but 2021 looks hopeful and less grim. Let this be the year when love transcends all boundaries and forms.

Taking the lessons of 2020 into

2021, we must unlearn a few things, and develop compassion, now more than ever. Take a cue from how these celebs love not just their pets but also other animals and champion their cause.

SIDHARTH MALHOTRA

Sidharth Malhotra might not have received the Oscar statuette yet, but he has one anyway—albeit with four legs and a tail: Oscar. Malhotra is a staunch supporter of adoption and sterilisation, and has also featured in PETA India's advertisements promoting these. Well, he truly deserves his Oscar! 🏆

PRIYANKA CHOPRA-JONAS

The original *desi* girl, Priyanka Chopra-Jonas is a global icon for good reason. PeeCee has had many dogs as her pet friends in the past. Brando, a blue roan cocker spaniel, was with her for over 14 years before passing away. Now, in the Chopra-Jonas household, there are as many as three dogs—Diana, a Chihuahua; Gino, a German shepherd, and Panda, a Husky-Australian Shepherd mix.



Love in the digital age. What does the phrase bring to mind? Modern dating apps? Virtual dates? Moving in with your partner? Stalking your potential date on social media before you meet up? Yes, all these are what love in the digital age is all about. From the time when Suman and Prem (*Maine Pyar Kiya*) exchanged letters via a surprisingly well-behaved pigeon to today, when a text or a DM tells of your love in a fraction of a second, we've come a long way, both in terms of love and in how it is perceived. "We are greatly impacted by what we see," says Radhika Bapat, clinical psychotherapist, about the great influence of movies and shows today. "Human beings are social animals, and we learn from other humans. We adopt those behaviours that we think will get us to where we want to be. Subliminal cues from our environment also play an important role in our learning process. 'Social influence' is exactly this. Indeed, visual mediums, books, role models and opinions impact or shape us."

Most, if not all, of us, have also evolved to accept different definitions of love or multiple ways to express it. We have come

to realise that love cannot be tied down to a specific shape, size, gender, tradition or culture. Today, love transcends—or should transcend—caste, creed, religion, sex, age, colour, shape, size and so much more, which is also reflected in the shows and movies made today. The genres of romance and comedy now explore the realities of relationship dynamics and the complexities of deep-seated human emotions. Young people's definitions of love are hugely impacted by media and social media, agrees Able Joseph, founder and CEO of Aisle, a relationship-focused dating app. "We are flooded with content from Hollywood, Bollywood, Netflix, YouTube, etc, and these multiple social media touchpoints are a gateway to better understand a young audience's love language and expressions. Through social media, people

have begun to shape their expectations of a relationship. People have started replicating what they see on TV and social media in their personal life."

"Narratives can be very therapeutic for some, but very nerve wracking for others," adds Bapat. "Depending on your core beliefs and openness, there are some scripts that are life changing," she adds. Read on to know what these sitcoms can teach us...



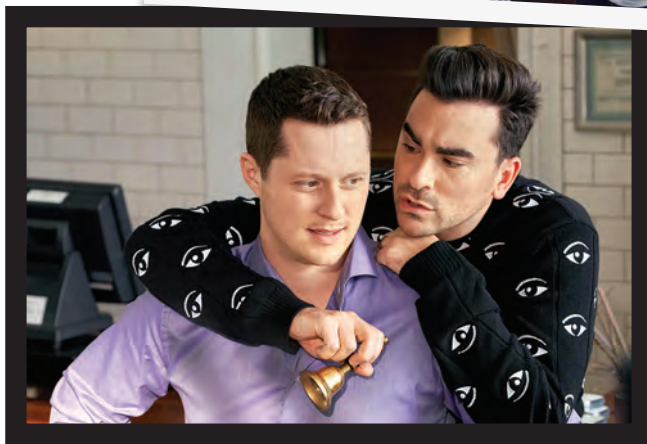
LOVE IS HERE TO STAY

Aishwarya Acharya offers takeaways on relationship dynamics from your favourite sitcoms





SCHITT'S CREEK



This Canadian sitcom is probably the third most-talked-about subject after the Coronavirus vaccine and Donald Trump, and rightly so. The show, which only reached Indian households when it was already in its sixth season, is a breath of fresh air. In a time when expletive-led grunge stories about heartland gangs and political dramas hold sway, *Schitt's Creek* sets the tone for entertainment and some learnings. The dysfunctional family in the series is centrestage, but what really is brought to light is a discussion about pansexuality, in a scene where John Rose and Roland Schitt talk about their acceptance of their sons' respective life choices, whatever they might be. *Schitt's Creek* inspired a lot of dialogue about bisexuality and pansexuality. "The world is moving to look beyond binary

"We can broadly think of pansexuality as being attracted to all people regardless of gender identity or sex"

sexual identities, and India is no different," avers Joseph. "It's almost incredible how conversations around different gender or sexual identities have shaped in India in the last three to four years. Younger people tend to be more accepting of different identities, while the middle-aged population is still warming up to the idea of non-binary identities," he adds. "We can broadly think of pansexuality as being attracted to all people regardless of gender identity or sex. Although this has received social acceptance worldwide, there is little to no sign of pansexuality in most parts of India today. Perhaps casual dating and open discussions around the subject might change that," he says, adding that dating apps like Aisle have given singles the choice to customise their matches as per their preferences. >

Relationship Takeaway: Love transcends all boundaries, and we must accept and celebrate that!



If you loved Katherine Heigl in *Life As We Know It*, you will love her even more in the latest Netflix series, *Firefly Lane*. Based on a novel of the same name by Kristin Hannah, the show takes you through the friendship between two women—Tully Hart and Kate Mularkey—seen through their eyes, and the inseparable bond they share for over 30 years. The magic of the show is that it touches upon subjects that touch you—heartbreak, unrequited love, and twisted childhoods, even the idea that soulmates can also be found in your friends and not necessarily in a romantic liaison. Soulmates are those who stick by you through thick and thin, and in hot and cold; they do not hesitate



Soulmates are those who stick by you through thick and thin, and in hot and cold; **they do not hesitate to call a spade a spade**

to call a spade a spade. They would rather you get hurt and learn, than allow you to live in a fantasy and be in the dark about reality. “When I started watching the show, I instantly connected with the point they were trying to make: we are all broken, and we must learn as we move on,” says Preeti Vijayvargeya, a mass communications student. “Friendships mattered to me most when I was in school and, in fact, the closest friends I have now are the ones who saw me at my worst. The show taught me what it is to feel heartbreak, failure and death as closely as I could, but with a friend by your side.”

Relationship Takeaway: ‘Soulmate’ cannot be strictly defined; your soulmate could be your significant other, or your friend who appreciates the little joys of life while you watch fireflies light up the night sky together.



GILMORE GIRLS

Speaking of feeling warm on winter nights, there are people who find *Gilmore Girls* a warm blanket, including *Femina*'s Beauty Editor, Sukriti Shahi. "The bond between the mother and daughter—Lorelai Gilmore and Rory Gilmore—is really what connected with me the most," Shahi tells us. "I have discussed anything and everything under the sky—from my boyfriends, work and insecurities—with my mother. I could see the bond I shared with my mother play out on screen in *Gilmore Girls*, right from the fights they had to the movie nights they shared," reminisces Shahi about her very own dynamic with her mother. That's what such shows do so well: along with entertaining, they give you a relatable dose of reality. And they reiterate how invaluable our friends are, too. "The show made me want to talk more about what I'm going through, however minor the issue might be," shares Priyanka Acharya, a new product development executive, and a *Gilmore Girls* fanatic. "Talking about anything and nothing makes it easier on yourself and also improves friendships; *Gilmore Girls* made me believe I can rely on my friends and vice versa."

Sitcoms have long been influential in many ways. While some have positively reinforced



relationships, and others have brought realities into the picture; either way, isn't that what we look for? A piece of our lives? That's exactly what good shows offer us! **E**

Relationship Takeaway: If you look around you, you will find your sounding board, whether in your own mom or your friends, and, together, you can discuss anything from feminism to friendship, relationships to self-love. *Gilmore Girls* tells us again that life is how it is, and we can all learn to play by its rules, one relationship at a time.



THE NEW PARENT *survival guide*

Becoming a parent can be exciting, overwhelming and stressful, but you can learn to handle the pressures that come with infant care and balance life accordingly, says **Kayalvizhi Arivalan**

Your priorities change after the birth of your child. That is but natural, and true not just for first-time parents, but parents with every child. Parenting is a different experience every time. Each child has their own innate quirks and mannerisms that define them as individuals and make them unique. It is parents who must reinvent themselves and their approach each time. This can be stressful as much as it can be fulfilling. Read on to find out how you can

manage your energy and time as a parent.

Identify Priorities

Very often, as a new parent, you might feel you have no time or energy for the things you want to do. With work, family, a social life, a household to maintain, deadlines, projects and more jostling for attention, it is most important to figure

out what your priorities are and focus on them. “Life became more chaotic and challenging when I had my son, but I was determined not to let go of my job,” says Mythili Krishnan, a content writer with a private firm. “It’s the reality of working moms that we can’t do it all, as much as we would like to. Instead, we must be practical and set priorities,

“IT’S THE REALITY OF WORKING MOMS THAT WE CAN’T DO IT ALL, **AS MUCH AS WE WOULD LIKE TO**”

and allocate time accordingly. With limited resources, we have to be extremely focused on the activities and areas of our lives that will fulfill us the most,” says Krishnan. Identifying your priorities and focusing on them can take so much off your plate, and make your life easier and more manageable.

Take Time Off

Whenever possible, take a little time off for yourself. Short breaks away from childcare can do you no end of good. Sleeping whenever the baby sleeps sounds good in theory, but, if you can manage to put it into practice, it really helps. “Managing work, home and the little one was a Herculean task!” exclaims Sheetal Diya Kinger, founder of Focus PR and mother of a three-year-old son. “At the same time, if we love what we do and organise our time, it becomes a lot easier. I love spending time

Smooth-ish parenting

Fatema Agarkar, educationist and founder of the Agarkar Centre of Excellence, has some dos and don'ts to make the parenting journey more seamless and cherished:

- Communicate with your child as an individual from the early days; this will help you steer away from 'baby talk' and the pampering that can lead to excessive dependency.
- Use children's literature rich with stories to help you with your everyday challenges—like how to say 'no' emphatically to your child.
- Find a parent-on-call. Identify a fellow parent whom you can relate to, and who can be there to listen to you and be objective when you have one of those moments.
- Develop your own style, and conduct yourself in a manner that you are most comfortable with. Anything else puts pressure on you and your child, and leads to confusion instead of clarity.
- On the days that it all gets too much, grab a cup of your favourite coffee, curl up with a good book, and get a good night's sleep. Park the emotions for a while.



Juggle parenting responsibilities with your spouse

DEVELOP YOUR OWN STYLE, AND CONDUCT YOURSELF IN A MANNER THAT YOU ARE MOST COMFORTABLE WITH

with my son. I do my work while he is asleep." She also reveals that being fit helps tremendously. "I do yoga twice a week for 15 minutes. I eat light and often—every three to four hours—as food is fuel. With a young child around, you need high energy levels to multitask, be there for them and manage your work, find time for yourself, your relationships and social life." It might seem like an endless task, but it can be done nevertheless.

Accept Support

Most new parents need a little extra support from family and friends. Be it watching over your child when you have errands to run, or to help you with the household chores, always

appreciate and accept the help you are offered. "Having had two kids back-to-back, I often wondered if I was giving my best to both," recalls Prithi Ashwin, wife of cricketer Ashwin Ravichandran. "What if one got the attention and the other did not? What if one was needier than the other? However, I have realised that this is the best I can do, and that gives me some peace. Managing the girls when they were both under two was challenging and extremely chaotic," adds Prithi. Her mother was a huge pillar of support in those tough times. "My mom used to ask me to leave the kids with her, and go for a walk on the terrace. That 30 minutes was the only me-time I got, but it worked."

Work With Schedules

Prithi almost feels like a single parent when her husband is away playing. "I get personal time only when I ensure the girls stick to their routines. I firmly believe children need routines, so going to bed early is non-negotiable in our home. I spend time with them, but, once they are off to bed, I switch back to 'me-time'. I watch television, read a book, catch up on work emails, or just sleep!" Every parent has gone through this, and it is likely that many more will. It is simply called a 'a parent way of life!'

Working through parenthood is a challenge, regardless of how hard-working you are. Still, if you adjust your expectations and keep them realistic, you're very likely to find an approach that helps you and your family achieve work-life balance in the long run. **F**



FEMINA

— POWER BRANDS —



ACTION AND IMPACT!

THE FIRST EDITION OF FEMINA POWER BRANDS THIS YEAR SAW BRANDS BEING RECOGNISED FOR THEIR ETHOS, EVOLUTION AND CONSUMER CONNECT AMONG VARIOUS OTHER ASPECTS

As we usher in not just a new year, but another decade, it's time to retrospect the bond we share with things around us; those simplify our way of living; offer us comfort in the mundane and during the times of need. From starting our day with tea or coffee in the morning to ending it with an under-eye mask, brands are a part of our existence in unlimited and unparalleled ways. More so for the urban and modern women of today, who deserve and seek nothing more than an equal world.

Women's relationships with brands are evolving and brands are competing to create the impact with their offerings and messaging. In a world where women's empowerment and equality are at the forefront of many conversations, the brands are using their social capital to create dynamic revolution with women as protagonist. This is where we want to step in to recognise the value and contribution of these brands into our lives and to help them explore the spotlight they deserve.

To exemplify the choice of today's growing modern and cosmopolitan mindset of the urban Indian women, we present to you Femina Power Brands 2021 – a collective effort by team Femina, a Worldwide Media product – to recognise brands that represent the very efforts of advancing towards a gender-neutral world. The first edition of Femina Power Brands 2021 was a virtual gathering of esteemed guests and business leaders from the lifestyle, media, and entertainment industry.

Here's a sneak peek at the brands that made their way into Femina's power-packed list.

ONE-STOP PREMIUM SKINCARE SOLUTION

ARTISTRY™

India's undisputed No. 1 premium skincare brand, ARTISTRY™ has received phenomenal consumer response and love over the years. Incepted in 1958 out of love for beauty and well-being, today, the brand offers a ground-breaking, holistic approach to beauty with the belief that 'each woman is an individual like no other, a self-made work of art'. Built on the legacy of over 50 years, ARTISTRY™ has evolved in multiple ways to suit the changing preferences of its customers.

PRODUCT PORTFOLIO

The product portfolio ranges

from cleansers, toners, moisturisers, eye creams, serums, scrubs, and masques to specialised skincare such as Artistry Intensive Skincare Advanced Vitamin C + HA Formula to personalised skincare solutions such as Artistry Personalized Signature Select Serums.

HEALTHY, QUALITY BEAUTY

The high demand and love for ARTISTRY™ amongst Amway direct sellers/retailers and their consumers is a testament to the brand's superior quality products. Through ARTISTRY™, Amway continues to innovate skincare solutions aligned with

evolving consumer demands. Aligned with the trend of personalisation in beauty, in addition to the recent launch of Signature Select Personalised Serums, ARTISTRY™ launched the Virtual Beauty App. One of the key features of this app is offering personalised skincare and beauty recommendations to consumers. It allows ease of shopping as well as ease of doing business to direct sellers/retailers through gamification and engagement, thereby strengthening the category in India.



QUALITY AT THE FOREFRONT

BELLA



In the new normal, women's health and hygiene has taken prerogative. Ensuring their needs are met is key, and Bella does just that, keeping their customers at the forefront of every product decision. The brand, one of the leading ones under the TZMO Group, has developed multiple ranges of products

like sanitary napkins, panty-liners, tampons as well as cotton and intimate care products that fit the diverse needs of their consumers by making them feel comfortable and happy.

The 70-year-old brand is available in over 80 markets worldwide and is known to provide quality products with premium quality to ensure the utmost comfort for every woman using them. Each of their products has a unique feature... breathability, which helps prevent the common

problems faced by women such as skin irritations, rashes and redness.

SOMETHING FOR EVERYONE

The brand, with its years of experience, keeps in mind that different bodies have different needs and require products that suit them. After much research and development, the brand has come up with a myriad range of products that cater to the different needs. The brand has products for women at every stage of

their life; be it as an active teenager, a successful career woman or someone enjoying the joys of motherhood.

SPREADING AWARENESS

They have a dedicated team working closely with school and college students under their flagship Bella Training Program to identify their problems and needs and gives them insights on which product would work best for their skin type. Various training camps have also been conducted for women in rural areas to educate them about the importance of menstrual hygiene and how to take care of themselves during that period.



A CUSTOMER'S DELIGHT!

THE NAIL ARTISTRY

The Nail Artistry is India's first super luxury nail art salon located in Kochi and Chennai. It is a space created especially for nail art lovers. The idea is to showcase the customer's persona through their nails. With

the state-of-the-art interiors and well-trained staff, The Nail Artistry brings to you a global experience here in India. Endorsed by celebrities like Karisma Kapoor, Sunny Leone, and Mamta Mohan, to name a

few, it has become the favourite destination for many Bollywood and Tollywood celebrities.

Dr Leena S., the founder, says she always knew that nails as a segment is very niche, and could see an opportunity as this segment has long been ignored. "Whether you like it or not, your appearance matters as that's how people form opinions about you. Nails might be small, but they have a big impact on our overall personality and how we appear to others, especially in business or in personal interactions where one can't help but look at your hands and unconsciously take in how beautiful or dirty your nails are. I strongly believe that if you don't wish to turn people off and ruin your meetings, you just have

to take care of your nails and give them the same attention and care that you do for your face. And this belief became the foundation of The Nail Artistry," she says.

The Nail Artistry offers the most luxurious and safest salon experience to its patrons and due to the pandemic, it has a sharpened focus, following elaborate safety measures and strict hygiene protocols. "All our salons have their own autoclave machines to sterilise instruments that are used and all the manicure and pedicure pods are disinfected after every session. All our clients draw confidence from our efforts and it has helped us a great deal in pulling them all back to our salons for their nails and beauty routines.

CHANGING WITH THE TIMES

DR MOHAN THOMAS AESTHETICS

The pandemic was a watershed event of this generation. The many changes that came about separated the leaders amongst the masses. Dr Mohan Thomas Aesthetics, one such leader in the field of aesthetics, has re-invented itself during this time and come out stronger.

CHANGING SYSTEMS

The brand moved to a more open area for a bigger waiting area as well as having well ventilated rooms for procedures. The operation theatre and clinic

was corona-proofed by having filters and NASA-technology ionisers to kill viruses in those areas. The consultations were spaced out and the clinic was sanitised after departure of every patient. Vaccination of the staff along with following all COVID safety protocols while undertaking the treatments was given utmost importance. They have now focused on immunity, wellness and anti-ageing infusions and supplements inspired by experts in Europe so that people will no longer have to travel overseas for such



treatments. More importantly middle class families would be able to afford these treatments and improve their immunity in Dr Mohan Thomas Aesthetics' safe, world class facility.

UTILISING THE DOWNTIME

During the time the actual treatments were not possible

due to the government mandates, Dr Mohan Thomas, Managing Director, Mohan Thomas Aesthetics, and his colleagues used the time constructively. They hosted a weekly International webinar during COVID times where specialists discussed Cosmetic conditions as well as possible options and outcomes. They are in the process of publishing a Manual of cosmetic treatments, which will be a reference book for practitioners from all over the world.

This pandemic has irreversibly changed the way people practice and more importantly value beauty. The brand's focus going forward would be beauty, health and wellness.

CHANGING LIVES, ONE AT A TIME

ASTROLOGER DR SOHINI SASTRI

Her hunger for knowledge and her unique skills at making accurate astrological predictions are what drive her clients to place their belief and trust in her. Her honest, polite and candid approach, and the fact that she is a multidisciplinary practitioner, make her stand out from the rest. Dr Sohini Sastri has helped change people's lives for the better over the last couple of decades and she hopes to be able to use Medical Astrology to help cure her clients of health issues.

SOLUTIONS FOR ALL

People who approach Dr Sastri are dealing with various kinds of problems. The most frequent requests for help she gets are related to marriage, relationship, career, education,

property, legal issues and court cases, business, health or medical issues, pregnancy, concentration, and treatment or remedies for various doshas, like mangalik dosh, kaal sarp dosh, etc.



DIVINE INTERVENTION

Dr Sastri believes she's able to help her clients because of the blessings of Goddess Kali. Dr Sastri specialises in Krishnamurti Paddhati, aka KP astrology, or KP system. Created by the great astrologer Late K.S. Krishnamurti, this accurate and well-defined system is

based on the finer points of Indian and Western astrology and borrows important concepts from many branches of astrology. By combining her expertise in it and using a multidisciplinary approach, Dr Sastri delivers accurate predictions and recommends effective solutions to complicated problems.

TRANSFORMING LIVES FOR THE BETTER

DR NAAVNEDHI K WWADHWA



A distinguished and multi-faceted personality, Dr Naavnedhi K Wwadhwa remains an authority on several subjects of physical and mental well-being. She is Mrs Universe Asia Queen 2019 and a renowned practising celebrity energy healer, meditation guru, astrologer, numerologist, graphologist, Tarot reader, Vaastu consultant, transformation and motivational speaker, and manifestation coach. She is also the founder of Inner Ziva, a one-off meditation and breakfast club. Armed with a doctorate in Business Management, Dr Wwadhwa has many feathers in her cap!

JOURNEY TO SUCCESS

From being body shamed and suffering from clinical depression to facing multiple health issues during pregnancy, Dr Wwadhwa has had her share of physical, mental and emotional pain. When doctors had given up on her condition and diagnosed it as irreversible, in her moment of despair, her inner will-power became her strength and thus started her transformational journey. She gained expertise in Neuro-Linguistic Programming (NLP), meditation, and manifestation techniques, training with world-renowned experts such as celebrated author and celebrity coach Tony Robbins and renowned American author and co-founder of NLP, Richard Bandler.

PROMOTING WELL-BEING

With the COVID-19 pandemic, as the world started seeing physical, mental and emotional well-being in a new light, Dr Wwadhwa's efforts to promote mental well-being for people from all walks of life began to gain traction all across the globe. For her contributions, she has been named as a Times COVID Warrior and been awarded the Times Power Women 2019. In September 2020, Dr Wwadhwa launched a unique initiative, Meditation Marathon, which offers theme-based meditation sessions that people can avail for free. She also hosts a chat show, Tuesday Talk Tales, providing a platform to talents from across the globe. Her free Thursday Tarot live sessions remain a huge draw.



LUXURY SELF-CARE, ON-THE-GO

DROMEN & CO APOTHECARY

Derived from the Dutch word 'Dromen' which means dreams, aspirations and liveliness, Dromen & Co Apothecary embodies only the purest elements in a healthy skincare range, offering simple solutions for makeup and skincare.

PRODUCT RANGE

Dromen & Co Apothecary products and facial tools are carefully crafted and formulated to fit in the most demanding lifestyles of today making beauty on-the-go possible for both men and women. Choose from facial rollers, Gua Shuas, beauty bars

and travel-friendly makeup for an instant glow and fabulous skin with minimal effort. The product range comprises major categories – skin and body, mother and men's care, gifting and wellness.

AUTHENTIC PRODUCTS, ANCIENT RECIPES

The brand believes that the woman using its products deserves nothing but the best, purest, most trustworthy beauty and wellness products, verified by experts and geologists. As such, Dromen & Co Apothecary strives



to set the benchmark in quality control with products that are authentic and sourced directly from reputed manufacturers. On the plus side, the Dromen & Co Apothecary range is a beautiful blend of ancient beauty recipes and techniques. The brand seeks to embody the pure essence of Mother Nature and true qualities of healing which will help the user heal inside-out naturally. At the heart of their work, is a boundless love for skincare, a playful joy in exploring ingredients that make the skin and body radiant, and a sincere desire to create products that give effortless nourishment to the skin.



BALANCING LUXE PURITY

ESTUARY

Water being the most consumed yet most ignored element was a great concern for us. Keeping its main pillars – sustainability, innovation and luxury – in mind, Estuary delivers water in the most luxurious form by also being 100% plastic free.

AMPING UP HYDRATION

It offers a range of highly formulated water, purified with pink Himalayan salts and possessing a mystical combination which enhances the entire experience of hydration. Ideated, formulated

and made in India, the world's first epicurean water is introduced by the first luxury water brand from India!

INNOVATIVE BLENDERS

The brand has four variants under its epicurean water line

like Whiskey Water, Single Malt Water, Vodka Water and Coffee Water. Each of these is most suited to be paired with their namesake. Estuary also has a range of highly formulated activity water that has been innovated and created with natural blends of minerals and a unique purification process. They include Daily Water, Venture Water, Golf Water and Travel Water.



SIMPLE OFFERINGS, SUPER EXECUTION

HDFC

A customer-centric company right from its inception, HDFC has always looked at building long-term customer relationships. With a vision to make India a property owning democracy, the brand's mission has been to enhance residential housing stock in the country through the provision of housing finance in a systematic and professional manner and to promote home ownership. HDFC aims to increase the flow of resources to the housing sector by integrating the housing finance sector with the overall domestic financial markets.



BRAND EVOLUTION

In light of the COVID-19 pandemic, HDFC has introduced a number of digital and online initiatives to reach out to customers, like 'HDFC Customer Connect', a one-stop convergence platform for all

customer requests. In fact, in the housing finance space, HDFC was the first to focus on online loan processing. The brand also created a special, hands-on and experienced digital team to help strategise, engage and maintain human interface with customers. To facilitate homebuyer's in shortlisting properties in the midst of the pandemic, HDFC hosted virtual property exhibitions. HDFC's website is now available in seven languages, keeping in mind customers' comfort. On the HR front, HDFC didn't have single lay off, and as the pandemic progressed, attaining operational efficiency in a new working environment became a priority, along with the health and safety of employees.

REDEFINING WELLNESS

HERBALIFE NUTRITION

Herbalife Nutrition was founded in 1980, and today, it operates in over 90 countries worldwide. It has built its presence in India over the past 22 years. As makers of meal replacements, foods supplements and sports nutrition products, they reach their markets through their network of distributors. This network offers a highly personalised nutrition and wellness experience which gives their consumers the confidence and motivation to change for the better. They call this their 'distributor difference.'

"We are a purpose-driven company, and we operate in



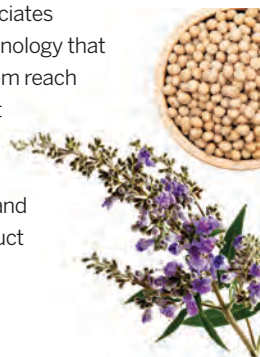
the communities built by our associates through our CSR work and more specifically in the field of women's health and education. It is our commitment to helping the communities in need," they say.

EVOLVING WITH TIMES

The pandemic has made the world more aware and more empowered to understand the potential of a strong immune system. The company is also looking at consumers who are digitally savvy and are using technology to not only find newer ways to impact their health and wellbeing, but also research native and grassroots health offerings.

CONSUMER CONNECT

From the launch of targeted products such as Woman's Choice and Protein Bites, to vritilife Ayurvedic nutrition that support immunity and brain health, Herbalife Nutrition has responded to consumer demands with high impact and personalised nutrition. Their growth is based on personal relationships that their associates build, and technology that has helped them reach out to different communities and cultures, identify gaps, and optimise product portfolio.



THE BEST REINVENTION

IKONIC PROFESSIONAL



VISION AND MISSION

Rayed Merchant, Marketing Director, SSIZ International Pvt Ltd, the parent company for Ikonic, says, "Being one of the only brands in India catering to some of the most reputed salons, we foresee a vision to

be the world's most trusted and respected partners and aim to create a paradigm shift in the beauty industry. Our mission is to identify trends, pre-empt customer needs and continuously evolve to offer future technologies and value-driven services that add profit to their business."

CONSUMER FOCUS

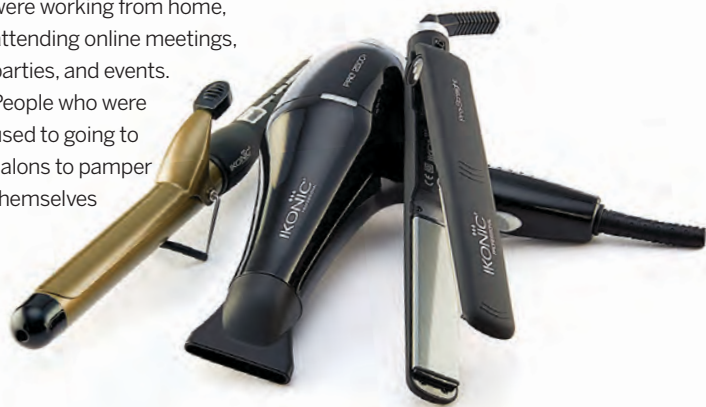
With an emphasis on building client relationships, the brand offers unique value optimisation services that add strength and scalability to its clients' businesses and help them grow. With its array of product ranging from scissors, combs, straighteners, curlers,

stylers, clippers, trimmers, hair strolleys, brushes, etc it aims to be the go-to brand for all their hair styling needs.

POST-PANDEMIC EVOLUTION

"With time, we realised and recognised the need for DIY, self-help products as people were working from home, attending online meetings, parties, and events. People who were used to going to salons to pamper themselves

every few times a month were now looking for products and tools to help them become self-reliant," Merchant says. The brand decided to change its outlook on its products and embraced the idea of reaching out to individuals through media and brand launched a new range of B2C offerings as well, conducting workshops and live sessions with industry experts on how to easily style your hair!



BLADES OF BEAUTY

KAI INDIA



Beauty needs are changing with time and situations. The pandemic and resulting lockdown exemplified that. Ensuring women can take care of all their beauty needs even when they cannot step out and go to a salon is the objective of leading beauty brand, KAI India. This cutting-

edge technology manufacturer has developed over 10,000 products in categories like razors, beauty tools, knives, housewares, nail clippers and medical field.

CHANGING NEEDS

When the social distancing, safety and hygienic norms in public places in a concern, women opted for staying at home and shaving off the unwanted hair as against visiting a salon. This resulted in the need of good razors that are reliable and safe to remove facial and body hair. As KAI specialises in a wide range of razors for men and women, it became a go-to brand.

SAFE AND SHARP

KAI razors are designed with features like superior Japanese Technology with double Titanium coated blades using Fluorine Resin which are made in Japan with Nano Coating Advanced Technology and high precision. With one of the widest range of fine crafted products keeping consumer safety and convenience in mind, KAI stands with its corporate credo of "putting customer first and always exceeding their expectations".

QUALITY AND SUSTAINABILITY

KAI India is dedicated to uplift the quality of life in India

through healthy and sustainable initiatives. "KAI believes in KENMA which means to polish and improve our skills to deliver value to consumers with delight and passion," shares Rajesh U Pandya, Managing Director, KAI India.



LOOKING FORWARD TO THE GOOD TIMES

THE KINGFISHER CALENDAR

Ato chill-on-the-go without shirking on one's professionalism and success, Kingfisher is a brand that has a 360-degree approach in tapping into the consumer audience. With extravagant lifestyle events sponsorships and a calendar that's rolled out every year, they have attained and maintained their cult status with today's generation.

The calendar is shot every year on a glamorous property with breath-taking views and gorgeous models. The locations are right off of your bucket list—from Ladakh, Andaman, Rajasthan, to Goa, and Kerala—it has covered it.

Femina and *ET Edge* honoured Kingfisher at the first edition of Femina Power Brands 2021.

VISION AND MISSION

The Kingfisher Calendar is the epitome of glitz and glamour in India. The brand has catapulted some of the biggest names in the film and fashion industry and aims to celebrate fresh Indian talent from across the country.

RELATIONSHIP WITH CUSTOMERS

Kingfisher—The King of Good Times is a young, contemporary, and fun brand which has been



inspiring celebrations of good times across India. The Kingfisher Calendar is another iconic platform where the brand brings together the best of fashion, photography, and talent as a celebration of the New Year.

VALUE PROPOSITION

Our consumers have always looked up to Kingfisher as one of the leading lifestyle and trendsetting brands. Kingfisher has delivered and promoted world-class experiences across music, sports, lifestyle, and fashion for its consumers. The Kingfisher Calendar is one of the tent pole properties of the brand through which Kingfisher delivers high fashion with a touch of panache to its fans every year.

REDEFINING BEAUTY WITH CONFIDENCE

mCaffeine



India is now seeing innovations in areas which were once dominated by imported products and foreign brands. So, by being India's first caffeinated personal care brand, mCaffeine aims to bring premium world-class products to the Indian consumers which are the best in

skin and hair care and are made in India only.

CONSUMER CONNECT

Being fans of morning coffees and teas, it's impossible for people these days to skip caffeine. Millennials today function on caffeine and it is an ingredient of such strong physiological and psychological effect, has now become a lifestyle. So, why not add this wonder ingredient to their skincare routine as well? The brand believes that millennials are always inclined to base their selection of

personal care products on brands that connect with them. "Our products are hence based around caffeine products people in India run on. Offering an exciting range of caffeinated products across three different ranges—Naked & Raw Coffee, Naked & Rich Choco and Naked Detox Green Tea, we position ourselves as premium, affordable and effective personal care for young and aspiring millennials," say Vikas Lachhwani

and Tarun Sharma, the co-founders of mCaffeine.

"We have always been conscious of what ingredients we use and are mindful of the expectations of people from us and our choices as a brand. Thus, we embody the millennial ethos with key principles of the clean label (natural as a choice), PETA-certified cruelty free and 100 per cent vegan. We have created a space where beauty has no colour or gender. For us, it's all about you—You are Bold, Young and Confident!" they sign off.



AGING PERSONAL HYGIENE

NAMYAA

It is well-established that maintaining body cleanliness is essential for all of us. However, women need to maintain extra hygiene as they menstruate, leaving them susceptible to catching various kinds of bacteria and infections. Using clean, and toxic-free products that are effective and that is where Namyya, a homegrown brand, comes in.

CONSUMER CONNECT

Namyya believes it is essential for a consumer to relate themselves with the brand or

the product. They have kept the products women-centric keeping in mind the issues that women face. It is an initiative taken to change the lifestyle of working women and home makers. Today, pollution and busy lifestyle have overtaken the pace and have become burdensome and has affected the health of women, the most. This is the era of working women and no one can deny how negligent women have become with regards to health.

They started initially with Qraa herbals but with rising



women health concerns we extended and came out with Namyya which has very niche range of products specifically for women. It started off with the hygiene products and emphasised how important it is for women to maintain intimate hygiene. With the

increase in busy schedule of working women, where women find it bit fearful with regards to periods, it launched Namyya menstrual cups. The brand has also taken several measures to promote women hygiene and health with its campaigns.



SMART WEARABLES FOR THE FAST-PACED

NOISE

Started with the philosophy of being true to oneself and finding one's inner noise amidst the fast-paced life people lead today, Noise, established in 2018, has emerged as a leading Indian connected lifestyle brand through its diversified range of smart hearables and wearables. The brand aims at building India's largest active lifestyle community through its ever-expanding portfolio of feature-rich products.

WHAT'S SPECIAL

Noise has adopted a one-of-a-kind co-creation process, wherein the brand creates and upgrades products with feedback received

from customers to ensure that its devices bridge the gap in the Indian technology market.

TRENDING

As awareness around fitness and wellness increased in 2020, the demand for accompanying tech products also multiplied. Noise ColorFit NAV Smartwatch featuring built-in GPS, hand wash reminder, and breathe mode helped customers achieve their fitness goals from the confines of their homes. Noise has recently launched ColorFit Pro 3, a smartwatch offering diverse specifications like SpO2 monitoring, stress monitoring,



sleep tracking, auto sports recognition, 14 sports modes, and a 5ATM water resistance rating. Accompanied by the NoiseFit App, customers can track their health and fitness goals holistically with this smartwatch.

The brand's latest products like Noise Air Buds featuring 20 hours battery life and crystal clear calling and Noise Defy Headphones with active noise cancellation were developed to tackle working from home with ease. Noise Shots Rush and Noise Shots Neo 2, wireless earbuds with dedicated gaming mode, were created to enhance the experience of customers.



CONSCIOUS, CLEAN AND ETHICAL BEAUTY

ORIFLAME

Oriflame offers beauty and wellness products that are inspired by nature and powered by science. Developing safe products has been the overarching goal for Oriflame since its inception. To that end, the brand does not allow any of the 1,300 ingredients banned in the EU, but also prohibit an additional 60 ingredients that don't meet its high safety standards.

KEEPING UP

The COVID-19 pandemic has taught us many positive things. After dealing with the initial blow dealt by the

COVID-19 outbreak, Oriflame pivoted its approach to minimise the impact and continue delivering its promise. The brand rapidly moved towards the digital way of doing business and strengthened its presence as a social selling beauty brand.

VALUE FOR CONSUMERS

With an unwavering commitment to the environment and the planet, the brand believes in caring for the world around us. All its ingredients undergo a strict eco-ethical screening to ensure they are ethically sourced, safe to use, and of high quality. Oriflame never uses ingredients from endangered sources. The products also conform to strict European standards and are 100 per cent free from GMOs. Oriflame uses 100 per cent



quality beauty and wellness products that are inspired by nature and powered by science.

Moreover, they are also providing unparalleled opportunities for everyone who wants to fulfill their dreams. India is home to countless individuals who are brimming with entrepreneurial potential. All these people need is an opportunity to change their lives. Oriflame makes it its responsibility to reach these people and provide them all the tools they need to become successful entrepreneurs. Along with this, they make sure our brand partners continue to look great, make money and have fun!

natural-origin exfoliants like almond shells, fruit seeds and olive stones in its scrub products that do not pollute the oceans. Oriflame also choose to use biodegradable ingredients in its Love Nature rinse-off products.

The brand has adhered to its unique approach to beauty, while deeply understanding customer needs to stay ahead of the curve. For Oriflame, beauty is not just about looking good, but also feeling beautiful and acting beautifully. Since they believe in holistic beauty, they have ventured into the health and wellness segment in 2015. The core focus is on producing high-

Having understood the Indian market in the past 25 years, the brand is seeing a growing inclination towards health and wellness products. They promise to continue to connect with consumers by building on this category to continue catering to their audience base in India.



SUSTAINABLE, ECO-FRIENDLY PERSONAL CARE

RUSTIC ART

Started in 2011 with a passion for the environment and now a pioneer of organic personal care products, Rustic Art has come a long way from overcoming the challenges in finding authentic and certified organic ingredients to successfully establishing the trend for organic and natural products.

BRAND USP

At Rustic Art, being organic was not enough, so the brand started working towards 100 per cent bio-degradable, water efficient, and waterless products to be more sustainable. Their



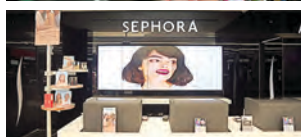
manufacturing facility is powered with solar energy and they recycle every drop of waste water within the facility. Most of the ingredients and raw materials they use are sourced from local vendors. With over 75 per cent women employees, the brand generates a positive social impact for local women.



PRODUCT OFFERINGS

Rustic Art offers over 120 SKUs across six categories – Personal Care, Beauty, Home Care, Baby Care, Menstrual Hygiene, and Pet Grooming. All products are formulated with quality ingredients to ensure high performing results, and are free of synthetic colours, artificial fragrances, VOCs, silicones, sulphates, phosphates, parabens and other toxins.

Innovation, sustainability, affordability, and performance are key parameters at Rustic Art. Every product is scientifically formulated to get excellent results from the ingredients. The brand's manufacturing practices are optimised to be more energy efficient and support handmade processes to generate local employment. This also makes every Rustic Art product, a work of art!



LUXURY BEAUTY, JUST RIGHT FOR YOU

SEPHORA



French multinational retailer of personal care and beauty products, Sephora features nearly 3,000 brands, and also, its own private label, Sephora Collection. Offering a range of beauty products under cosmetics, skincare, fragrance, beauty tools, and

haircare, Sephora is the global leader in beauty retailing.

BRAND EVOLUTION

In the wake of the COVID-19 pandemic and subsequent lockdown, Sephora implemented their Omni strategy, which brought the brand and products to the consumer through online offerings, giving customers the choice to shop at the convenience of their home. As the lockdown was eased, the brand ensured their stores were safe for both staff and customers to visit and experience their beauty solutions without worrying about increased risk of infection.

CUSTOMER CONNECT

Customers look at Sephora stores to be creative spaces, and the brand offers them

a playground to test, try and experiment it all. Sephora provides top notch service anticipating customer's need, relating it to the appropriate product recommendation, which equals customer delight and makes for an unparalleled experience.

VALUE PROPOSITION

Sephora not only offers luxury at an affordable price, but allows customers to experience products through touch, feel and application demos offered by brand experts. Empowering customers to recreate the looks back home by way of show and teach at the stores ensures repeat customers. The brand also provides complimentary 15 minutes Mini Flash Makeover services focusing on single feature application.

CREATING PROGRESSIVE LEARNERS WITH FUTURISTIC INSIGHT

SSVM INSTITUTIONS, COIMBATORE

Backed by an invigorating atmosphere, highly qualified faculty, global and creative curricula, and world-class facilities, SSVM has been a dedicated torchbearer of quality education since 1998. Established by visionary and Managing Trustee, Dr Manimekalai Mohan, over the years, the institute has become synonymous for world-class education and holistic excellence.

A CUT ABOVE THE REST

The SSVM group of schools includes the Shree Sarasswathi Vidhyaah Mandheer - CBSE and Matriculation Higher Secondary School, SSVM World School, and SSVM School of Excellence. That's not all, Reeds World School functions under the aegis of SSVM Institutions, and SSVM PREPVERSITY, an innovative wing of the institute, widens professional

placements and provides career guidance to learners. SSVM INSTITUTIONS also runs 'Athma Seva', a Charitable Unit for differently-abled children. Open Schooling-NIOS facility has also been extended at SSVM. SSVM World School,

Coimbatore now has its campus equipped for Cambridge Assessment International Education – Cambridge Early Years and Primary; admissions are open for the academic year 2021 - 22 and classes will drive up to A level in the years to come.



CHANGING WITH THE TIMES

In this paradigm learning shift post-pandemic, SSVM has ensured learners remain engaged, and has initiated new approaches to assimilate senior students safely back into the schools' physical setting from the virtual world. SSVM records its promise to high standards of excellence and is dedicated to imparting the very best education to aspiring learners.

QUALITY AND CARE

THE BEAUTY CO.

The 2018-founded brand came into its own in 2020 despite the pandemic, and that's saying something! Ahmedabad-based The Beauty Co. turned the tide in its favour through the pandemic and is all set to hit record growth figures, with its new range of products and customer centric marketing campaigns.

TURNING HURDLES INTO OPPORTUNITIES

The brand did not let the lockdown and pandemic be a

hurdle in its success journey. They used this period to strengthen its efforts on R&D and to streamline its communication portals. Its campaigns were highly customer centric, and focused on identifying an individual's skin type, skin conditions and provided skin/ hair care tips for attaining a healthy glow at home. The Beauty Co. is

passionate about bringing organic creations to the forefront. It also believes that its customers appreciate a brand with a soul, especially as its range is completely cruelty free.

NEW OFFERINGS

One of its premium offerings - the Chocolate Coffee range of products – that was launched last year has found a lot of traction amongst the many patrons of the brand. The Beauty Co.'s latest offering, the D'wine range boasts of

fine red wine and pomegranate extracts and resveratrol, coupled with the nurturing properties of various berries, and is all set to take the segment by storm.

As a new-age brand, The Beauty Co. is a big believer in harnessing the power of social media. Like its product range, it believes in being the first mover in everything it undertakes. Amidst the lockdown, it became one of the first Indian skincare brands to launch its very own AR filter on social media.





AFFORDABLE LUXURY, THAT YOU DESERVE



TRIDENT

One of the largest home textile products manufacturers in India, Trident has come a long way from being a member of a category to becoming the category leader. The brand

has expanded its range with contemporary designs, innovative constructions, and new fibres, all coming together to create the finest bed and bath collection for customers.

VISION

Inspired by challenge, we will add value to life, and together, prosper globally.

CONSUMER CONNECT

Home textiles are a crucial part of every household. Especially in the current times when people are spending more time at home than ever. Trident offers some of the world's finest linen with a wide range of quality towels, bathrobes and other bed and bath linen. The brand aims



to offer long-lasting comfort that every person wants and deserves.

VALUE PROPOSITION

Trident is a name synonymous with affordable luxury. The brand understands that every person desires the best in class comfort. At Trident, producing the finest quality home linen and textile accessories available for every person while being budget conscious is top priority.



FOOD FOR EVERY MOOD

YEPPY FOODS

As diverse is the culture of our country, diverse are its eating habits. But one thing that brings us all together is the food that we eat. Food indeed brings us closer no matter where we are from.

You could be in Gujarat and love Chole Kulche from Punjab and what not. Yappy Foods tries to celebrate this unity of emotions with its ready-to-eat as well as frozen food ranges under the brands of Boon Bites and Quik



Shef, respectively.

The ready-to-eat foods include aloo mutter, baingan bharta, bhindi masala, chole, tadka dals, among others, and frozen foods include snacks like aloo parathas, kulchas, batata vadas, and cocktail spring rolls.

CONSUMER CONNECT

Made with hand-picked vegetables and spices, the brand tries its best to be close to a home recipe of people's favourite delicacy. The brand also connects with the customers in the range and categories of products it offers.

The state-of-the-art technology ensures that it is processed in the most hygienic manner with quality ingredients. It also tries to retain maximum nutrients.

Yappy Foods' aim is to cater to those who have a busy schedule and no time on their hands. These people should not be spending the little time they have in the kitchen, out of obligation. That's why the range of items available – easy to use, great in taste and high on nutrition! That would give these people to make the most of their free time, spending it with their family and near and dear ones.



FEMINA

FASHION



LIMERICK

PRINTS CHARMING!

Let prints bring nature into your
summer wardrobe

SCARLET FEVER

Unleash the different sides of your personality with every shade of powerful and passionate red this season



Mikayla satin mini dress, ₹7,800, Forever New



Women's metal sunglasses with spiked studs, ₹24,500, Alexander McQueen



The OHV Birdy Phone Bag, ₹24,250, Outhouse



FENDI



Kate pumps, price on request, Christian Louboutin



Portofino automatic alligator and diamond watch, price on request, IWC Schaffhausen



Colours of Love rose gold ruby fluted ring with ruby shoulders, price on request, Fabergé



e'clat superior

The Most Trusted **Pro-Aging** Skin Care Range

PRO AGING IS NEW REVOLUTION- THE BEAUTY OF BEING OLD 'MORE RADIANCE AS YOU AGE'

Elevate your pro aging skincare with most advanced, clinically proven ingredients to help reduce the appearance of significant signs of aging like fine lines, wrinkles, age spots and under eyes.

The e'clat superior Pro-Aging skin care regimen use research-based ingredients, concentrated formulas and aggressive delivery systems to improve and strengthen skin's appearance and protect against future damage.

The e'clat superior is the most awarding skin care range trusted by many skin experts and influencers.

e'clat superior is available with leading Dermatologists of your city.



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Oversized square-frame acetate sunglasses, ₹28,917, **Loewe**



Logomania sunglasses, price on request, **GUCCI**



Butterfly sunglasses, ₹999, **DressBerry**



Unisex cat-eye sunglasses, ₹1,800, **Voyage**



EYE-STRUCK

Hit a love-ly note with statement sunglasses this Valentine month. We bring you some of our favourites



Cat-eye acetate sunglasses, ₹27,225, **Fendi**



Cat-eye metal sunglasses, ₹32,797, **Balenciaga**



Mirrored wayfarers, ₹699, **Mast & Harbour**



Small cat-eye acetate sunglasses, ₹32,233, **Celine**



Fire starter round-framed sunglasses, ₹5,007, **Le Specs**



Pink round sunglasses, ₹6,900, **Fossil**

FEMINA

BE UNSTOPPABLE



Isn't it time we did away with the
'perfect body' myth? Let's talk.
[@femina.in/fitness](https://www.femina.in/fitness)

DIAL A COLOUR

Make your watch the star of your look with a tinted hue for that added pop



1. La Grande Classique De Longines Watch, price on request, **Longines** 2. LE1092 Water-Resistant Analogue Watch, ₹5,500, **Fossil**
3. SKW2822 Water-Resistant Analogue Watch, ₹6,995, **Skagen** 4. TWEL12801 Analogue Watch with Metal Strap, ₹2,995, **TIMEX**
5. Esperanza watch, price on request, **Movado**

FEMINA BEAUTY



Less *is* MORE

Well-hydrated skin, a simplified skincare routine, and minimal makeup—beauty trends for the season are going to be effortless and fuss-free

BEAUTY SPO(R)T

Stay fit and fabulous with these athleisure trends that involve funky hair and bright hues. Hairstylist Elton Steve Vessoaker and makeup artist Vibha Gusain show Eden Noronha how it's done
Photographs: Meetesh Taneja | Styling: Yukti Sodha

AERIAL ATELIER

Floating eyeliner can elevate your gym avatar, especially when in a vibrant yellow hue. Take the look up a notch with a centre braid fastened into a high ponytail, and there is no stopping you from raising the bar.

Mystic sea fish scale swimsuit, ₹7,280,

Flirtatious; visor, price on request, **The Source**





POWER PUNCH

Go all out with dual-toned winged eyeliner powered by yellow mascara on your lower lash lines. Amp up the drama with cornrows that bifurcate into curly ponytails, for that 'don't-mess-with-me' vibe.

Baseball glam dress, ₹5,000, **Purple Paisley** >



FRONT RUNNER

The dominance of a towering high top knot is boosted with a flaming red braid. Play up a contrast with cool toned lavender eyeliner and you're all set for the win.

On Priyanka:
Sports bra, ₹3,499, **Puma**; purple studs, ₹5,500, **Outhouse**; joggers, ₹2,790, **Zara**

On Jameela:
Tank top, price on request, **Puma**; metallic shorts, price on request, **The Source**; mismatched ear cuffs, ₹6,300, **Esme Crystals by Aashna Dalmia**



BLEED BLUE

Loose fluffy braids accentuated with colourful blue hair extensions pack a powerful punch, ensuring you look strong yet stylish while working out. Match those lashes with blue mascara and make them pop with strokes of pink eyeliner.

Sports bra, ₹3,499, **Puma**;
purple studs, ₹5,500,
Outhouse; joggers,
₹2,790, **Zara** >




**'WEIGHT'
A MINUTE**

Double the power of boxer braids by interlacing your mane into four weaves. Add a swipe of teal to your lids, and mimic the same vibrancy on your tips with a colour-coordinated French manicure.

Swoosh sports bra, ₹2,095, **Nike**; alpha 'P' hoops, ₹8,500, **Misho**; evil eye ring, price on request, **Angana Nananvaty** >

BALANCED KNOT

Wearing space buns is one of the best ways to perk up your training routine, especially when complemented with three textured braids on the front. Dress those eyes with neon orange and plump up your lips with a gloss.

White bralette, ₹1,290, **Zara**;
mini sun studs, ₹7,800, **Misho** 

MODELS: JAMEELA MASTAN AND PRIYANKA KUMARI (TWICE TALENT); HAIR: ELTON STEVE
VESSOAKER; MAKE UP: VIBHA GUSAIN; PROPS: THE SELECTION SPORTS AND THE CHAMPION
STORES; NAILS: THE WHITE DOOR; STYLING/INTERNS: KEYURI NISHAR AND SMRUTI GUPTA

BEAUTY & BEYOND

Eden Noronha bring you the highlights and headliners at the summer edition of the **Femina x Grazia Virtual Beauty Carnival**



ADHUNA BHABANI



DR GEETIKA MITTAL



DR RASHMI SHETTY



FREDERIC WIDELL



TAAPSEE PANNU



ATHIYA SHETTY



MANISH MALHOTRA



PAULA BEGOUN



MEGHA ASHER



MALAIKA ARORA



KALKI KOECHLIN

We've just completed yet another successful show of the Femina x Grazia Virtual Beauty Carnival.

The 2021 summer edition of the digital beauty festival was graced by the industry's finest celebs and experts. Powered by your favourite beauty and lifestyle brands, the Femina x Grazia Virtual Beauty Carnival took place on March 6 and 7, 2021 and featured exciting sessions on all things beauty with our esteemed celebrity guests. The event brought to your screens your favourite Bollywood celebrities, international artists, and our very own celebrated beauty industry moguls.

A big shout out to all our brand partners

who extended their support and helped bring amazing content to this digital beauty carnival, making it an entertaining event. Our beauty and lifestyle partners include Moroccanoil, Glutaweiss, Jean Claude Beguine, Dot & Key Skincare, Plum, VLCC, Boddess, Kimi Rica, Schwarzkopf, Juicy Chemistry, Oriflame, Avon, and styling partner Philips.

The headliners at the summer edition of the Femina x Grazia Virtual Beauty Carnival were none other than B-Town A-listers, comprising your favourite stars and their favourite professional celebrity hair and makeup artists. The carnival offered an all-round perspective on how the beauty industry is set to thrive this



RADHIKA APTE



NAMRATA SONI



NAVEEN ANAND



RITIKA SHARMA



MARIA ASADI



VICKY KAUSHAL



TARA SUTARIA



SOBHITA DHULIPALA



SHEREEN SIKKA



YASMIN KARACHIWALA



SUMAN JALAF



ANKITA CHATURVEDI



SHRADDHA GURUNG

year. Graced by celebs like Athiya Shetty, Vicky Kaushal, Radhika Apte, Sobhita Dhulipala, Malaika Arora, Tara Sutaria and Kalki Koechlin, the carnival was a star-studded affair. Other renowned experts included fashion designer Manish Malhotra, celebrity fitness instructor Yasmin Karachiwala, celebrity hairstylist Adhuna Bhabani, celebrity hair and makeup artist Namrata Soni, London-based MUA Maria Asadi, founder of international beauty brand Paula's Choice Paula Begoun, Oriflame India's VP Frederic Widell and senior director-marketing Naveen Anand, international brow expert Suman Jalaf, founder of House of Beauty Ritika Sharma, cosmetic physician and founder

of ISAAC Luxe Dr Geetika Mittal, co-founder and COO of Juicy Chemistry Megha Asher, aesthetic dermatologist and author Dr Rashmi Shetty, and beauty bloggers Ankita Chaturvedi (@Corallista), Shereen Sikka (@Shereenlovebug) and Shraddha Gurung (@Lilmissgurung).

From amazing contests that had lucky winners take away exclusive prizes to engaging interactions with celebrities and professionals on all things beauty with health and wellness in mind, the carnival left us enlightened on the trends and tribulations of the beauty industry during the new normal. The summer edition of the Femina x Grazia Virtual Beauty Carnival was a hub for sharing exciting ideas and experiences while learning from the cream of the industry on how to navigate through the future living your best life. **F**



ORIFLAME SWEDEN



AVON



BOBBI BROWN



Gluta+weiß



LASH & GLOW

Draw that gaze with the right eyeliner technique and a touch of gold, says **Eden Noronha**



PHOTOGRAPH BY MAX TREE



The look
GLIMMER GAZE
Wear it to
A RECEPTION PARTY

Clinique Even Better Refresh Hydrating and Repairing Foundation

Lotus Make-Up Maxlash Volumizing Botanical Mascara

SoulTree Radiance Face Oil

Maybelline New York Lasting Drama Gel Eyeliner

Guerlain Rouge G De Xmas Lip Stick

Beautiful lashes are one of the most alluring features a woman has, and you should definitely play them up this festive season. 'Tightlining' is an eye makeup technique that makes the lashes look fuller at the roots, giving the illusion of plush lash growth. The Cowan Fall/Winter 20/21 runway show saw models flaunt this eyeliner trend with vivid metallic gold eyeshadow. The effect achieved is luxe and impactful.

TREAT DARK CIRCLES WITH AN EYE MASK.

Benefit Gimme Brow+ Benefit Cosmetics Gimme Brow+ Brow-Volumizing Fiber Gel

Cover FX Shimmer Veil Highlighter

Smashbox Photo Finish Vitamin Glow Primer

Smashbox Photo Finish Vitamin Glow Primer

Shiseido Minimalist Whipped Powder Blush



FACE

Double cleanse with a mild face wash and scrub. Layer on skin serum, and then prep your skin with a primer. Blend a hydrating foundation with skin-loving ingredients on your face and neck. Conceal any blemishes and discoloration with a concealer pen. Dab a translucent powder on areas that tend to get oily.

EYES

Brush your brows upwards and outwards with a gel. Prime your lids. Dot on a metallic gold eyeshadow, and blend it up to your brow bones and all over your lids. Apply a gold shimmer eyeshadow below your lower lash lines. Use a black gel eyeliner to define your waterlines. For the upper lash line, apply the liner from below your lashes for the perfect tightlined effect. Adhere falsies if desired, and brush on mascara.

CHEEKS

Swipe on a bronzer below your cheekbones and along the hairline to sculpt your face and make sure your base looks perfectly blended. Apply highlighter on the high points of your face. Make your cheeks pop with a neutral blush tint.

LIPS

Scrub and moisturise your lips. Apply a pearlescent nude lipstick, or mix your favourite nude shade with a drop of highlighter to achieve the desired effect. **F**

SKINCARE 101

DR JAISHREE SHARAD busts common skincare myths, and gives us the lowdown on acids for skin, and anti-ageing treatments.
By **Sukriti Shahi**



Use sunscreen with an antioxidant and a serum with vitamins A, C, or E, or flavonoids, which can protect the skin from harmful blue light

The pandemic changed our mindsets about skincare. While we became cautious about our regimens, the lockdown also made us struggle with the ills of blue light and screen exposure. Still, skincare had its moment in 2020, and the trend is here to stay. As we adapt to new beauty mandates, we asked Dr Jaishree Sharad, celebrity cosmetic dermatologist, about new skincare challenges and common doubts.

THE LOCKDOWN HAS INCREASED OUR SCREEN TIME AND EXPOSURE TO BLUE LIGHT. WHAT ARE YOUR THOUGHTS ON

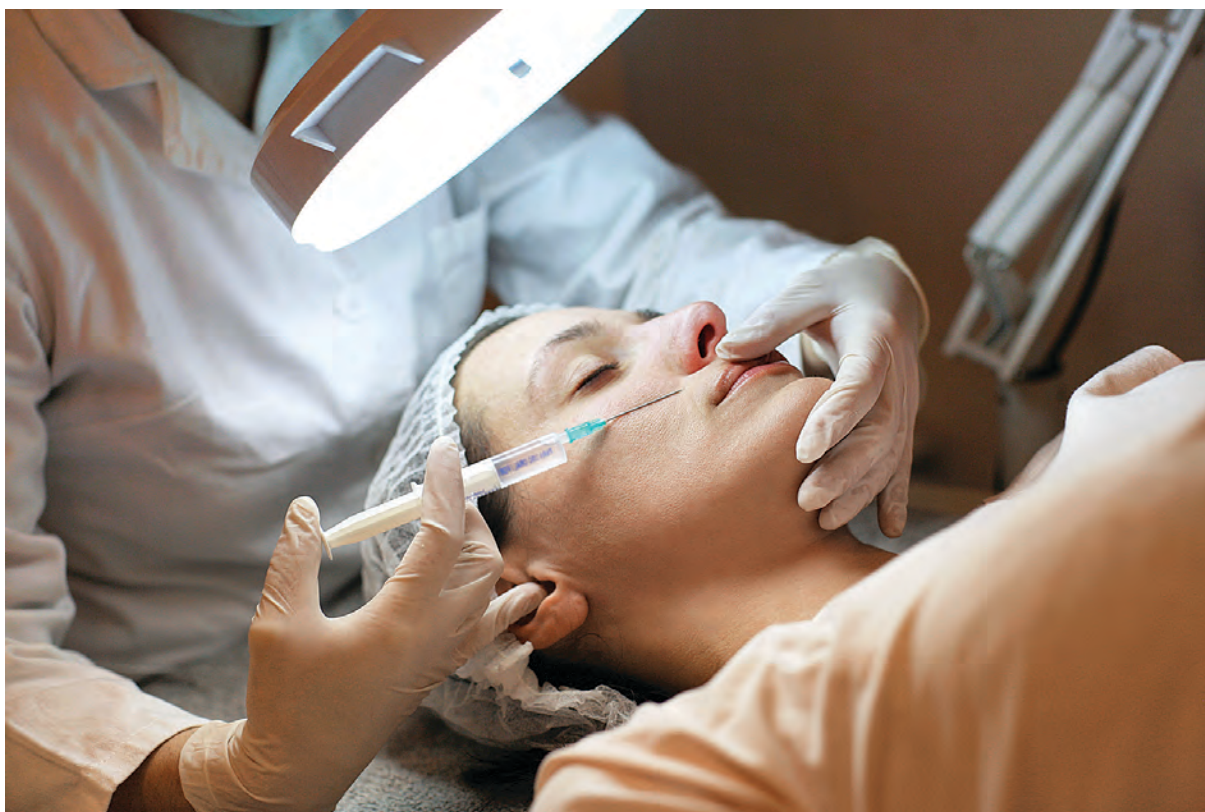
ITS IMPACT ON OUR SKIN?

We've been using laptops, television, our cell phones all this while, and the blue light that emanates from these screens has a detrimental effect on the skin. It can break down collagen, result in a build-up of free radicals (toxic to the skin), and cause hyperpigmentation and an uneven skin tone. Sunscreens with iron oxides and vitamins A, C, and E protect the skin from blue light, but it's tough to find these in India. So, use sunscreen with an antioxidant and a serum with vitamins A, C, or E, or flavonoids, which can protect the skin from harmful blue light.

WE'RE NOT REALLY STEPPING

OUT OFTEN IN SUNLIGHT AND INTO FRESH AIR...

Even when we are indoors, the skin goes through a lot of stress, which we need to address with key ingredients. Hyaluronic acid is a polysaccharide that is naturally present in our skin. It has a property of attracting water, absorbing it, swelling up a thousand times its weight, and hydrating the skin. It also stimulates collagen and elastin fibres, and keeps the skin youthful and alive. Within the home, we are also usually in an air-conditioned room, we forget to drink water, and, as a result, the skin gets dehydrated. Hyaluronic acid is beneficial to rehydrate dehydrated skin. The second powerful ingredient we need is vitamin C. It helps in achieving even >



skin tone, fighting different radicals, and preventing collagen breakdown and dark circles. It can be used both in the morning and at night.

WHEN IS THE RIGHT TIME TO START WITH AN ANTI-AGEING SKINCARE ROUTINE?

One must start using a sunscreen and a moisturiser from the age of 16. These are the two most important products when it comes to anti-ageing. While sunscreen protects the skin from the harmful effects of ultraviolet A, B, and C, a moisturiser hydrates. Going without these two products during the teens or in the twenties will degrade the skin at a much faster rate. Then, when it comes to ingredients like vitamin C, ferulic acid and peptides, start these at the age of 25. These antioxidants are anti-ageing. Ingredients like retinol and polyphenols can be added by the age of 30.

ACIDS FOR THE SKIN! PLEASE TELL US ABOUT THESE.

Not all acids are harmful just because

While sunscreen protects the skin from the harmful effects of ultraviolet A, B and C, a moisturiser hydrates. Going without these two products during the teens or in the twenties will degrade the skin at a much faster rate

they are acids. There are alpha hydroxy acid serums that comprise glycolic acid (sugarcane extract), lactic acid (milk extract), and mandelic acid (bitter almond extract). Then there are beta hydroxy acids like salicylic acid, retinoic acid (a derivative of vitamin A), and, lastly, polyhydroxy acids.

Glycolic acid is used for anti-ageing, fine lines and wrinkles, to minimise open pores, and even out the skin tone. It can be used by anyone above the age of 20. It can sometimes irritate those with dry, flaky and sensitive skin. For over-sensitive skin or someone undergoing anti-acne treatment, use mandelic acid. It has larger molecules and, therefore, is less of an irritant.

With moisturising properties, lactic acid is suitable for sensitive and dry skin.

It is also potent in correcting an uneven skin tone. Those who struggle with whiteheads, blackheads, acne or have oily skin can use beta hydroxy acids, which include salicylic acid. It has the property of unclogging the pores.

Poly-hydroxy acids are for extremely sensitive skin. Those who break out into rashes, have a lot of redness on the face, or get itchy skin can use these acids. These include lactobionic acid, which is mild and has the potential to improve skin texture and tone.

Lastly, there is retinoic acid. Our skin has a love-hate relationship with it. Initially, the skin gets very dry and flaky, and might peel off with the use of retinoic acid. Just use a small amount of it; dab it on the face, do not touch the corners of your nose, lips and the under-eye area. Use it twice a week, and

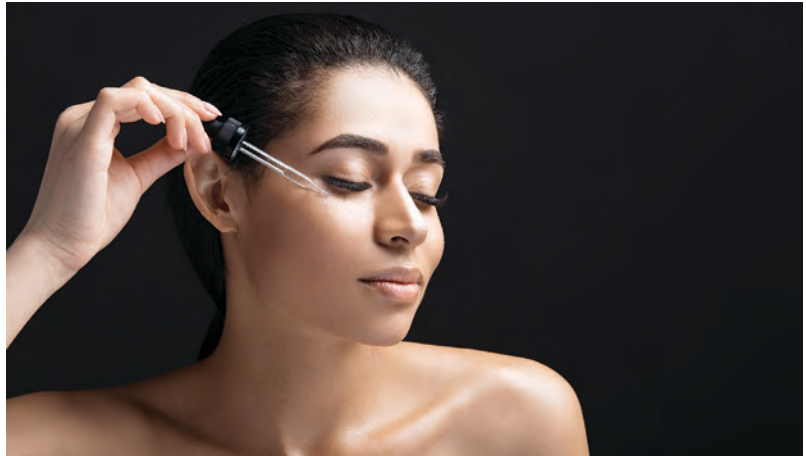
always use a moisturiser and sunscreen after using retinol. It's a multitasking ingredient with anti-ageing properties, which also helps with hyperpigmentation and fine lines, and reduces pore size.

THERE IS A LOT OF APPREHENSION AROUND SKIN TREATMENTS...

People still feel that one must not go for a chemical peel or a laser because it damages the skin. However, side effects happen when somebody who is not trained does these treatments. For instance, when it comes to lasers, they have a specific wavelength that cannot penetrate beyond the deeper layers of the skin. If high energies or wrong parameters are used, one might end up with a burn or scar, but there is no way that the laser can penetrate into the inner organs, which is a huge worry for people.

The role of the patient getting the treatment done is important. Don't get the treatments just before the holiday; plan it at least a week in

People still feel that one must not go for a chemical peel or a laser because it damages the skin. However, side effects happen when somebody who is not trained does these treatments



PHOTOGRAPHS: SHUTTERSTOCK

advance to avoid side effects. After a laser or a peel, make sure to not go out on the beach, or do steam, sauna, facials, and exfoliation for a minimum of one week. In fact, it's better to wait

for at least two weeks.

Treatments like fillers should be done with an aesthetic eye! Do not compromise on quality; go to a trusted place with trained experts. **F**

SLEEPING OVER SKIN WOES

TEAM FEMINA VOUCHES FOR HEALTHY AND FLAWLESS SKIN IN 2021 WITH THE DOT & KEY AHA EXFOLIATING SLEEPING MASK

The new normal has come with new beauty norms! Our vanity has evolved; makeup has comfortably been replaced with skincare and, no, we aren't complaining! There are few things more attractive than healthy, naturally-glowing and problem-free skin. Now, a year into rigorous skincare practices and at-home DIYs, we've all almost figured out what our skin needs. We know it needs exfoliation for sure! At-

Earlier, my night-time routine used to only comprise washing my face with cold water before going to bed. I got myself the Dot & Key AHA Exfoliating Sleeping Mask with pineapple and borage flower. It comes with a spatula, which is great for application. The texture of the product is gel-like and the mask has a cooling effect. The fragrance is also completely non-intrusive and won't keep you awake, something that I seek in all my skincare products.

By the time I woke up, I could tell that the product had stayed on my skin despite my tossing and turning. This means, you don't have to worry of your product rubbing off in the middle of the night. All I needed to do was rinse my face with water and my skin has never felt softer. I felt fresh and rejuvenated, as if a whole new layer of skin had come to surface. Even under makeup, my skin was glowing. I'm stunned at how well this product worked on me. Not only am I going to use it before any big day or celebration, I know that the Dot & Key AHA Exfoliating Sleeping Mask is going to be a regular feature in my #SelfcareSundays.

- **Vrutika Shah, Senior Digital Writer**

home chemical peels have taken the beauty industry by storm. To keep up with the trend, Team Femina tried the Dot & Key AHA Exfoliating Sleeping Mask and here's how what they have to say about it.



I am always concerned about what's going on my face, but I was really keen to try the Dot & Key AHA Exfoliating Sleeping Mask. It proved to be a lightweight product, it let me sleep peacefully and I wake each time with refreshed skin. I could see the difference in my skin within a few days; it has become brighter, like a new layer has surfaced.

- **Renu Sharma, Deputy Art Director**

"Honestly, I was scared of using chemical peels, which is why I didn't invest in any AHA-BHA peel despite the hype. I finally tried the Dot & Key AHA Exfoliating Sleeping Mask, and I can say I jumped on the bandwagon with a safe product. First, it's a sleeping mask, which means it is mild enough to be on the skin for six to eight hours without you having to worry about skin burns and inflammation. Second, the fact that it's applied as the last step in the skincare routine, and not directly on bare skin, made me try it. It did bring about a noticeable change in my skin texture without making it dry or sensitive. Remember to apply your SPF the next day!"

- **Sukriti Shahi, Assistant Beauty Editor**

FRESH FRAME

The humble ponytail, now with a chic twist. By **Eden Noronha**

The best way to step your hair game up is to revisit old styles, and revamp them to suit the occasion. The ponytail is one such core hairdo that has many chic and glamorous renditions. Deepika Padukone adds to its repertoire with a note-worthy, face-framing tweak. Arm yourself with this polished trend that can be achieved within minutes.

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



Deepika Padukone

PHOTOGRAPH: ERIKOS ANDREOU (DEU: CREATIVE MANAGEMENT)

Aveda Brilliant Spray-On Shine



Wella Professionals Fusion Intense Repair Conditioner



Ikonix Luxure Hot Brush

L'Oréal Paris Extraordinary Oil Serum



Schwarzkopf Professional Bonacure Keratin Smooth Perfect Micellar Shampoo



TIGI Bed Head Manipulator Styling



BBLUNT Back To Life Dry Shampoo For Instant Freshness



Wash your hair with a micellar shampoo and strengthening conditioner. Apply a few drops of a heat-protectant serum to the lengths of your hair, and detangle. Dry your hair smooth with a heat styling brush.

USE A DRY SHAMPOO AT THE ROOTS TO BOOST VOLUME.

Create an inch-long centre parting above your forehead, and secure your hair at the back with an elastic band to form a low ponytail. Wrap a thick tendril of hair from the ponytail around the elastic band to conceal it. Use a rat tail comb to pull two tendrils of hair out from either side of the centre parting and two tendrils from above both ears to frame your face. Use some more serum or a styling cream to add moisture, and define each of these tendrils by twisting them. Set the look with a spritz of shine spray. **1**

YOU ASK

The one-stop panel for all your skin, makeup, and hair questions

Send in your queries to femina@wmm.co.in



MAKEUP

How can we prevent eyeshadow from creasing?

Eyeshadow normally creases when the eye area is not properly primed. Invest in a good eye cream or primer, and use it around the eyes. Let it soak in for a few minutes, and then start your foundation, powder, and eye makeup. Using a cream-based shadow and setting it with a pressed powder helps. Don't overload the eyes; use less product and blend well.

KAPIL BHALLA

Renowned celebrity makeup artiste



SKIN

What if we want to layer two serums targeting different concerns?

One should not layer AHA (Alpha-hydroxy Acid), BHA (Beta-hydroxy Acid), and retinol serums together. Vitamin C can be layered with niacinamide or hyaluronic acid for dry, pigmented skin, or ageing skin. Any AHA can be layered with niacinamide for oily skin; BHA, too, can be layered with niacinamide for acne-prone skin.

Dr JAISHREE SHARAD

Celebrity cosmetic dermatologist and CEO of Skinfiniti Aesthetic Skin & LASER Clinic, Mumbai



HAIR

Are leave-on serums good for hair during the summer?

A hair serum not only softens the hair, it also reduces frizz, protects the hair from direct sunlight and dust, and adds nourishment. During summer, the hair needs protection from the harshness of direct sunlight. Choose a spray-on, leave-in serum that won't weigh the hair down too much. If you face high humidity levels, avoid too much oil-based product. **📌**

SAVIO JOHN PEREIRA

Celebrity hairstylist and founder and creative director of Savio John Pereira Salon

IT'S BLOODY NATURAL!

THE BODY SHOP TEAMS UP WITH CRY TO #ENDPERIODSHAME AND NORMALISE THE CONVERSATION AROUND MENSTRUATION IN INDIA

Menstruation has always been a taboo in Indian society. From forbidding menstruating women from praying or entering the kitchen to often shaming them, we have unknowingly created an environment that is toxic, stagnating our growth as a society. For this reason, The Body Shop, an activist beauty brand, has partnered with Child Rights and You (CRY), to bring about change by raising awareness about periods and the impact of 'Period Shame' on women. Because menstruation is a natural bodily function and



women shouldn't be shamed for it!

A major section of women in India still use unsanitary materials like dried leaves, ash, wood shavings, old fabrics and newspapers to absorb menstrual discharge as they do not have

access to basic toilet facilities and menstrual products. Through this initiative, The Body Shop and CRY are aiming to provide menstrual health awareness, education and free menstrual products to 10,000+ people across 4500 households.

#EndPeriodShame Campaign will include the following:

- Period Pathshala Sessions to educate adolescent girls and boys on menstrual health and hygiene including usage of period products.
- Free Period Product distribution to 1000+ adolescent girls and women.
- Capacity building sessions with Front line health workers from the community which includes Anganwadi workers, ASHA, ANM and project

team members so that they can avail the benefits of Menstrual Hygiene Scheme (MHS) and gain access to public sanitary pad schemes.

- Anemia check-up kiosks to screen for common menstrual health conditions. Take a pledge today with The Body Shop and Cry India to #DropThePWord and #EndPeriodShame because it's Bloody Natural! You can help by contributing as little as INR 20 to this cause or by donating sealed period products to the Red Period Bins which are present at all exclusive The Body Shop stores. These aids will then be donated to local communities through CRY. It is time to create some real change —Just Call It A Period.

STRONG FOUNDATIONS

All you need to know to get your base looking absolutely flawless. By **Eden Noronha**

Perfecting that base is so important when you are looking to sport a makeup trend. Without a well-set base, even the most natural or in-vogue makeup trend can look tacky and unappealing. It isn't just about covering up your skin with layers of foundation, concealer, and

priming and prep products; if you think that is the only way to achieve the perfect makeup base, the truth is that there isn't a 'one answer fits all' strategy. Because there isn't just one skin type or one skin concern alone.

Professional makeup artists across the globe who work with the most elite celebrity clients all have different approaches to laying

down the ideal foundation, with hacks to create the flawless-skin effect keeping each individual's skin concerns in mind. The right application techniques for different skin concerns and the right kind of product go a long way. Find out all about the base makeup essentials you need to arm yourself with for true makeup mastery.

FEATURES OF A GOOD FOUNDATION

Finding the perfect foundation—not just shade wise, but formula wise too—to suit your skin is extremely crucial. 'Non-comedogenic' is the keyword for any base makeup product formula; avoid a product without that factor. 'Non-comedogenic' means the formula will not clog pores, and that is extremely important for maintaining good skin health.

Identify your skin type to determine the finish that will best suit you. For dry skin, dewy and illuminating foundations work best, whereas matte foundations can look troublesome after a few hours of wear. Women with oily skin can opt for powder matte formulas, while combination skin types could actually benefit from opting for both dewy and mattifying formulas, used in specific dry and oily areas. Skincare-infused foundations and concealers are highly recommended, especially for those with acne-prone skin. Look for ingredients like salicylic acid and tea tree oil. For ageing skin, dewy foundations infused with moisturising ingredients like vitamin E or hyaluronic acid are essential.

Use two shades of foundation to create a personalised shade that matches your skin tone; this is a clever way to achieve a natural-looking base. >



'Non-comedogenic' is the keyword for any base makeup product formula; avoid any product without that factor



If you don't have tools, your bare hands will do just fine. Similar to the bouncing technique used with a makeup sponge, use your fingers in tapping motions to blend in the foundation

COLOUR CORRECTING

Colour correction refers to using certain shades to cancel out or nullify certain undertones, discolouration, or blemishes on the skin. These correctors need to be used only underneath foundation or concealer, and should never be applied at the end because they are highly pigmented, and are vivid primary and secondary colours.

- ◆ Orange colour correctors are used to correct discolouration in deeper complexions.
- ◆ Purple colour correctors are used to neutralise yellowness and sallow skin.
- ◆ Green colour correctors are used to cancel out redness from blemishes or blood vessels.
- ◆ Red colour correctors are used to cover up visible green veins.



APPLICATION ESSENTIALS

Tools and techniques are both equally important when laying down that base.

BRUSHES

A dense-bristle brush is ideal for foundation application. When using this tool, pump your foundation onto the back of your hand, and spread it evenly in a thick layer. Dampen the bristles of the brush with a mist, and dab the bristles in the foundation on your hand. Now, dab the brush on your skin with soft circular motions. Repeat this step to slowly build up to the desired coverage.

SPONGES

Beauty blenders or makeup sponges are a widely popular tool for this purpose. Dot your skin all over with foundation, then dampen the sponge and bounce it across your skin, working the foundation in with the sponge to reach the contours of your face.

FINGERS

Yes, if you don't have tools, your bare hands will do just fine. Similar to the bouncing technique used with a makeup sponge, use your fingers in tapping motions to blend in the foundation. You can either dampen your fingers or spritz a face mist while tapping, and then blend your foundation in for seamless and smooth results.



BASE MAKEUP TIPS FOR EACH SKIN TYPE

COMBINATION SKIN

CONCERNS: Dry skin, oily skin, breakouts, enlarged pores, discolouration
TIPS: As a first step, cleanse your face with an oil-absorbing cleanser, tone with a rosewater mist, and moisturise with just one skin-soothing serum. Prime the skin with a lightweight priming oil or priming water.

Use a dewy foundation in your best matched skin shade or a shade darker, and a mattifying foundation in a shade lighter. Use a mattifying foundation on areas that tend to get oily such as the T-zone, apples of the cheeks, and the chin area.

Apply a mattifying concealer on blemishes. Apply the dewy foundation on the under-eye area, the contours of your nose and mouth, and the jawline and neck. Blend with a damp makeup sponge. Lock in the base with a setting spray. >

Cleanse your face with an oil-absorbing cleanser, tone with a rosewater mist, and moisturise with just one skin-soothing serum



CONSCIOUS LIVING

MAKING A HEALTHY SHIFT, JUICY CHEMISTRY IS PUSHING BOUNDARIES WITH SUSTAINABLE BEAUTY PRACTICES

2020 has taught us so much about ourselves and our surroundings. The past year has made us reflect on our actions and realise their consequences. Although the pandemic has been hard on everyone, it has also brought learnings with it.

It has put a lot of things into perspective, especially when it comes to our lifestyle. The importance of living a good, sustainable life has made us want to make that necessary switch for a better tomorrow for us and our future.

The mindful consumption of products that are safe for the environment is the absolute need of the hour. The Indian beauty industry is now becoming aware of the need to reduce its carbon footprint. Juicy Chemistry has pushed and promoted the use of sustainable packaging, with a wide majority of its products packaged in glass bottles, biodegradable packaging, or recyclable PET bottles. Stressing on the concept of reusability and recyclability, the brand is focusing on reducing the industry's contribution to the already-growing waste problem.

With consumers understanding the essence of clean beauty practices, conversations around the need for less to zero waste beauty

products is getting more pronounced. Bathing and shampoo bars make for a huge part of this, considering the only wasteful aspect of such a product is the packaging itself. Juicy Chemistry's handmade gourmet bathing bars and shampoo bars are non-drying, superfatted, nourishing formulations that are gentle on the skin. They are made from botanical extracts, saponified plant oils that are moisturising, and antioxidant-rich and effective essential oils that have anti-acne, astringent, skin-refining properties.

While choosing a safe, natural and effective product for ourselves, Juicy Chemistry offers us a chance to make a mindful choice for the planet and generations to come!



DRY SKIN CONCERNS:

Dryness, inflammation, tightness

TIP: Use nourishing skincare products to cleanse and moisturise your face. Prep skin with a hydrating primer oil or a nourishing vitamin-enriched primer. Apply colour correctors to the areas where they are needed, and then proceed to foundation.

Use a makeup sponge to blend in your dewy foundation. Opt for an illuminating concealer. Set your base with a hydrating face mist or setting spray. **F**

OILY SKIN

CONCERNS: Excess sebum, enlarged pores, acne risk

TIP: Start by cleansing and toning your skin with suitable skincare products. After that, use a lightweight vitamin C serum instead of a gel moisturiser on your face.

Opt for a pore-minimising primer infused with nourishing skincare ingredients to prep your skin. Blend on a skin-loving mattifying foundation. Set your base with loose powder rather than a setting spray. Avoid using colour correctors and concealers unless absolutely necessary, since oily skin does well with the least amount of product.

Opt for a pore-minimising primer infused with nourishing skincare ingredients to prep your skin. Blend on a skin-loving mattifying foundation



ROCK SOLID

Intensify the impact of your eyes with earthy pigments. By Eden Noronha



Charlotte Tilbury Airbrush Flawless Foundation



PIXI Collagen Pumping Mask

skin_treats
since 1999
Collagen Pumping Mask
Vitamin Leave-On
Hydrating Moisturizer
1.32 fl.oz. / 45 ml



KIEHL'S
SKINCARE
SOLUTIONS

Clearly Corrective[™]
Brightening & Exfoliating
Daily Cleanser
Gently Exfoliates and Helps Peel
Off of Environmental Pollution
for Visibly Improved Clarity
with Water, Alcohol
and Peptides
5.0 fl. oz. - 150 ml

Kiehl's
Clearly Corrective
Brightening &
Exfoliating
Daily
Cleanser



Avon True
Color
Powerstay
Eyeliner

Anushka
Sharma



Huda
Beauty Haze
Obsessions
Eyeshadow
Palette



Estee
Lauder
Sumptuous
Extreme
Lash
Multiplying
Volume
Mascara
Mini

EYES

Prep the lids with a primer. Blend a brown transition eyeshadow shade on the lids, and top it with a highlighting shimmer shade. Smear a metallic black eyeshadow stick on the outer corners and lower lash lines, and blend to soften and blur the pigment. Define your lashlines with kohl and mascara.

Bobbi
Brown
Lip
Crayon

Givenchy
Le Rose
Perfecto Lip
Embellishing
Balm

Juicy Chemistry
Blood Orange &
Rosehip Organic
Lip Scrub

LIPS

Scrub and moisturise your pout. Use an earthy clay-hued lip liner to outline your lips. Fill in your lips with a creamy nude lipstick. Blot to make your lip makeup transfer-proof. **f**

PHOTOGRAPH: FERRIKOS ANDREOU
DEU - CREATIVE MANAGEMENT

GET THE LOOK

FACE

Cleanse, tone, and moisturise your skin. Apply a plumping primer, and follow with a light foundation base. Powder areas like the T-zone, around the mouth, and the contours of your nose. Spritz on a setting spray.



Smashbox
L.A. Lights
Blendable
Lip & Cheek
Color



Benefit
Cosmetics
Watt's Up!
Cream
Highlighter



PHYSICIANS
FORMULA
Physicians
Formula
Murumuru Butter
Bronzer

CHEEKS

Contour below the cheekbones and along the hairline and jawline with a matte bronzer. Apply a creamy matte blush in a warm hue to the apples of your cheeks, and blend outwards. Accentuate the high points of your face with a dewy highlighter.

APPLY
A LEAVE-IN
PLUMPING
MASK FOR A
YOUTHFUL
VISAGE

Exude power and delicacy with a striking beauty look. A combination of earth tones like brown, taupe and black make for edgy makeup looks that are full of feminine charm. From international runways to Bollywood's beautiful Anushka Sharma, this colour scheme is a winning choice for when it's time to put your best face forward.

MAKE IT YOUR OWN

FOR A DATE	FOR WORK	FOR A WEDDING
Opt for the popsicle-stained lips trend with a fuchsia lip tint and gloss.	Add more definition to your brows with the feathered soap-brow trend and a light brown brow gel.	Dab gold glitter on the centre of your eyelids, and wear falsies. Update your pout with a coral shade.

HOT RIGHT NOW

All that's fresh and fun on the beauty shelf

2

SOOTHED IN THE SUN

The Nivea Aloe Protection Body Lotion with SPF 15 is your one-stop hydration solution this summer. Treat yourself to a skin-soothing body lotion that is ultra light and non greasy, which will get you ready for summer in no time. Price: ₹125 onwards Available on: Nykaa.in



SUPER SKINCARE

Ready to fill your carts with superfood for your skin? Paula's Choice has finally launched a second phase of products that aim to address more skin concerns for different skin types. The latest product range includes Resist Super Antioxidant Serum, Resist Intensive Wrinkle-Repair Retinol Serum, Boost 1% Retinol Booster, Earth Sourced Perfectly Natural Cleansing Gel, Defence Essential Glow Moisturizer SPF 30 and Clear Oil-Free Moisturiser. Price: ₹1,460 onwards Available on: Amazon.in



3 SUMMER SHIELD

Walk fearlessly in the sun with WOW Skin Science's newly-launched broad-spectrum sunscreens that are infused with the goodness of raspberry, avocado oil, carrot seed, and vitamin E. Its lightweight formula has a creamy texture that is non greasy, transparent and spreads evenly, making it the perfect shield on a sunny day. Price: ₹375 onwards Available on: Buywow.in



LUSCIOUS LENGTHS

It's time to say goodbye to unnecessary haircuts; nourish your long locks with the new L'Oréal Paris Dream Lengths collection that can help you stave off brittle ends. Infused with nourishing vegetal keratin that seals the ends and protects your hair from breakage, this range consists of a shampoo, conditioner and a one-of-a-kind no-haircut cream to let you achieve the length of your dreams. Price: ₹149 onwards Available on: Nykaa.in



POWER SCRUB

Give yourself power-packed exfoliation with The Moms Co.'s gel-based body and face scrub. With fun variants like coffee, green tea and cranberry, this non-toxic gel-based scrub can increase collagen production to give you vibrant, glowing skin. Price: ₹393 onwards Available on: Themomscoco.in



Internationally-recognised infertility and IVF specialist, and founding director of Seeds of Innocence, a reputed chain of IVF Centres, Dr Gauri Agarwal is no stranger to implementing path-breaking research and using new technology and techniques. So, when the opportunity presented itself in the form of a challenge brought about by the global pandemic, she rose to the occasion, establishing Genestrings, a state-of-the-art genetic diagnostic laboratory that became the first in India to conduct RT-PCR tests for the Coronavirus at airports.

Speaking about the project, Dr Agarwal says, "When international air travel began in the second half of last year, we sensed that India also needed to walk that line to revive economic conditions. Still, it was necessary to establish protocols to prevent the arrival of an infected person unawares. We studied what mechanisms other countries were following while allowing air traffic movement and found the test-at-arrival a common thread. We met the officials of the Delhi International Airport Limited, highlighted how the RT-PCR test is the gold standard for detecting active COVID-19 cases, and made a case for why it should be implemented at the Indira Gandhi International Airport as and when air traffic resumes. They understood and agreed to provide us with a space to set up a full-scale laboratory, something that is unique in the global scenario, as most countries collect passenger samples and send them to laboratories for testing."

Dr Agarwal had less than 15 days to construct the laboratory and make it operational with all necessary



TESTED AND TRIED FOR SUCCESS

DR GAURI AGARWAL, founder of Genestrings Diagnostic Centre, the first lab in India that started conducting COVID-19 RT-PCR tests at airports, speaks about the unprecedented challenge that the pandemic was and continues to be. By **Kalwyna Rathod**

"We transformed a 3,500sqft area in the multi-level car parking of T3 into **A STATE-OF-THE-ART LABORATORY IN LESS THAN A FORTNIGHT**"

clearances, making it a race against time. Elaborating on the challenges, she says, "We transformed a 3,500sqft area in the multi-level car parking of T3 into a state-of-the-art laboratory in less than a fortnight; a third party would have taken 30 to 45 days to deliver the same! Our clinical team displayed impeccable adherence to medical and safety protocols, and approvals by the National Accreditation Board for Testing and Accreditation (NABL) and Indian Council of Medical Research (ICMR) were granted in a record four days. The other challenge was to adhere to the six-hour turnaround time for providing the results, which required huge investment in equipment to test samples."

Dr Agarwal feels that COVID-19 has underlined the importance of a robust research and development environment within the country, so as to build self-reliance. She says, "There is a need for the private and public sectors to collaborate in R&D and to build prototypes that are scalable in the market. Currently, most of the R&D in India is suitable for controlled environments in laboratories, and is rarely adopted by companies to develop products because they find it difficult to scale up to meet market demands. At the same time, it is important to create an R&D-friendly ecosystem in India that will encourage meritorious students to prefer the field of research to a lucrative industry opportunity."

REALITY special

DESI POWER IN THE **US** CABINET

MEET THE INDIAN-AMERICAN WOMEN IN US PRESIDENT JOE BIDEN'S CABINET.
BY SARAH KHALKO



PHOTOGRAPH: SHUTTERSTOCK

Text UNITED to 30330

BIDEN

Joe Biden was sworn in as the 46th President of the United States on January 20, 2021 in a historic inauguration. The new President's cabinet is also in the spotlight—it is being hailed as one of the most diverse ever, featuring a large number of people of colour. Notably, it is also the first time so many Indian-Americans have been roped into important roles. Kamala Harris, Vice President of the United States who took oath along with Biden, is the most prominent face, yet she is only the front-runner in a remarkable line-up of 13 Indian-American women who round up the cabinet, with many being in key White House positions.

Here is a low-down of the prolific Indian-American women chosen to be a part of the Biden administration:



KAMALA HARRIS ★

Position: VICE PRESIDENT OF THE UNITED STATES

Why she's so good for the post: Harris has held important political positions over the course of her distinguished career—as District Attorney of San Francisco, California Attorney General, and United States Senator. A graduate of Howard University and Hastings College of Law, University of California, Harris has spent several years in the civil rights justice arena.

Why we're going to be watching: Of Indian heritage, Harris has been greatly inspired by her Indian mother's pioneering work and dedication. She is the first woman, first Black American, and first South Asian American to be the Vice President of the United States. As someone who has held key positions in the past, Harris is well-versed with the responsibility that comes with her new role at the White House. We are excited to see how she uses her expertise to navigate a new era of American politics.

NEERA TANDEN

Position: DIRECTOR OF WHITE HOUSE MANAGEMENT AND BUDGET

Why she's good for the post: A Yale law alumnus, Tanden is a policymaking veteran, and a mover and shaker in Washington politics. She previously served as the healthcare advisor in the Obama administration, where she played a big role in the drafting of 'Obamacare'. Tanden has also worked on numerous presidential campaigns, was Hillary Clinton's former aide, and policy director for Clinton's first presidential campaign. Tanden's most recent stint was as the President of the Center for American Progress.

Why we're going to be watching: Tanden is the daughter of Indian immigrants, and will be the first woman of colour and first South Asian to head the Office of Management and Budget; she'll be managing the Biden administration's budget. This role is not her first taste of power; she's a Washington politics veteran and will bring her many years of experience to her new position. We believe Tanden's personal experiences—she was raised by a single mother and has relied on food stamps and rental housing assistance—will shape her policies for supporting working families. >



VANITA GUPTA

Position: ASSOCIATE ATTORNEY GENERAL OF THE US

Why she's good for the post: A graduate from NYU Law, Gupta has had an illustrious career in civil rights. She served under the Obama administration as head of the civil rights division in the department of justice from 2014 to 2017; she was the chief civil rights prosecutor of the US. Prior to being announced as the Associate Attorney General, Gupta was the president of the Leadership Conference on Civil and Human Rights.

Why we're going to be watching: Gupta is a second generation Indian-American who is very proud of where she comes from. Notably, she will be the first woman of colour to hold the esteemed post of Associate Attorney General, which is the third-highest position in the US Department of Justice. She is known for blending different forms of advocacy to bring progressive social change; it will be interesting to see how she uses her experience and principles in the new role.



UZRA ZEYA

Position: UNDER SECRETARY OF STATE FOR CIVILIAN SECURITY, DEMOCRACY, AND HUMAN RIGHTS

Why she's so good for the post: Zeya is the former CEO and President of the Alliance for Peacebuilding, and a seasoned diplomat with over 25 years of experience in human rights and multilateral affairs. The cabinet position isn't completely new territory for Zeya; she was Chargé d'Affaires and Deputy Chief of Mission at the US Embassy in Paris, and the Acting Assistant Secretary and Principal Deputy Assistant Secretary in the Bureau of Democracy, Human Rights and Labour. Zeya has also served as the Chief of Staff to the Deputy Secretary of State, and was instrumental in shaping the US response to the Arab Spring.

Why we're going to be watching: An ardent upholder and defender of democracy, the Kashmiri-origin Zeya is truly a woman of principle; she quit foreign service in 2018 as a protest against then President Donald Trump's policies. Zeya's stellar diplomatic past will surely hold her in good stead in the new role.

PHOTOGRAPH: KRISHAN/BCL



GARIMA VERMA

Position: DIGITAL DIRECTOR TO FIRST LADY JILL BIDEN

Why she's so good for the post: Before this new position, Verma, an experienced media strategist, was the audience development and content strategist for the Biden-Harris campaign. She previously worked in the entertainment field as a marketing specialist with The Walt Disney Company's ABC Network, as well as with Paramount Pictures. Verma has been described as extremely passionate, dedicated and tenacious by Sarah J. Galvez, director of social and audience development for the Biden campaign, who hired her.

Why we're going to be watching: India-born Verma will play a critical role in supporting the operations at the FLOTUS office. The digital director job didn't exist under Melania Trump's tenure, and we're keen to see how this new position plays a key role in the presidency and its public image, especially at a time when a strong digital presence can make or break a campaign.

PHOTOGRAPH: DINODIA



MALA ADIGA



Position: POLICY DIRECTOR TO FIRST LADY JILL BIDEN

Why she's so good for the post: Adiga is an experienced education policymaker, and served as the senior advisor to Jill Biden, and senior policy advisor to President Joe Biden in his 2020 campaign. She has also worked as director of higher education and military families of the Biden Foundation. Before that, she was also a part of the Obama administration. **Why we're going to be watching:** We'll be watching to see how her experience in education policy will have an impact on the policies rolled out by Jill Biden, who herself is a seasoned educator with a doctorate degree in the field. Adiga traces her roots to Karnataka.



PHOTOGRAPH: BCCL

MORE

- Sonia Aggarwal**, Senior Advisor for Climate Policy and Innovation
- Aisha Shah**, Partnerships Manager at The White House Office of Digital Strategy
- Sameera Fazil**, Deputy Director, National Economic Council
- Neha Gupta**, Associate Counsel at the Office of White House
- Reema Shah**, Deputy Associate Counsel at the Office of White House

SUMONA GUHA

Position: SENIOR DIRECTOR FOR SOUTH ASIA, NATIONAL SECURITY COUNCIL

Why she's so good for the post: Guha is an accomplished policymaker, with years of experience in foreign policy and national security. She was the Senior Vice President with the Albright Stonebridge Group, and also served as part of Joe Biden's transition in the State Agency Department Review team. She was also the co-chair of the foreign policy working group on the Biden campaign. Previously, Guha served as Foreign Service Officer, and, later, was on the Secretary of State's policy planning staff where her focus was on South Asia. During the Obama administration, she was the Special Advisor for National Security Affairs to then Vice President Biden. **Why we're going to be watching:** Guha is a Bengali-American who is well versed with the ins-and-outs of Washington politics, with more than 20 years in the US Secretary of State. With her previous work focussing heavily on South Asia, coupled with her own personal ties with the region, she seems tailor-made for her new position.

SHANTHI KALATHIL

Position: COORDINATOR FOR DEMOCRACY AND HUMAN RIGHTS

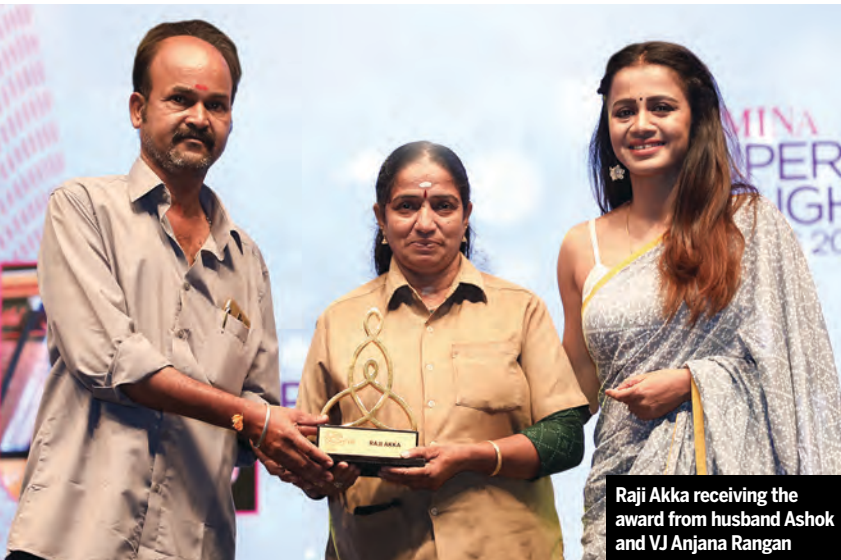
Why she's so good for the post: Kalathil's work focuses on authoritarian challenges to democracy in a digital age, making her an experienced and ideal choice for the position. A graduate of UCLA and LSE, she is the Senior Director of the International Forum for Democratic Studies at the National Endowment for Democracy, and a World Bank consultant. Kalathil is an expert in the topics of media, civil society and political transitions. **Why we're going to be watching:** Kalathil is of Indian-Taiwanese origin, and traces her roots to Kerala. She has worked on the issues of voice and accountability, and their impact on political transitions. How her interests and experience translate into the work she does in her new position will be worth watching.



SABRINA SINGH

POSITION: DEPUTY PRESS SECRETARY TO THE VICE PRESIDENT

Why she's so good for the post: Singh was press secretary to Kamala Harris on the Biden-Harris campaign, and has previously served as the senior spokesperson for Mike Bloomberg's presidential campaign, and as the National Press Secretary for Cory Booker's Presidential campaign. **Why we're going to be watching:** Singh is of Indian origin with politics and activism running in her blood. She comes from a family known for championing immigrant rights—she is the granddaughter of Sardar JJ Singh from the Indian League of America, who was an immigrant rights activist. Singh also became the first Indian-American to assume the role of press secretary for a vice president nominee when she was roped into the position on the Biden-Harris campaign. Her experience and familiarity with the job is sure to translate in the work she'll do at the White House. **F**



Raji Akka receiving the award from husband Ashok and VJ Anjana Rangan



Primrose Monteiro-D'Souza with Amritha Ram



Amulu Shankar with Shankar



Anitha Pauldurai and family



Srisha Mohandoss with Dr Manimekalai Mohan

WOMEN ACHIEVERS AND THEIR GUIDING FORCES

The fifth edition of the Femina Super Daughter Awards recognised and honoured women achievers from different walks of life, and the people who supported them on their journey. **Kayalvizhi Arivalan** brings you glimpses from the memorable evening



Emcee Sameena Anwar

Femina presented the fifth edition of the Femina Super Daughter Awards 2021 on March 20, 2021, to recognise and honour prominent women achievers from various fields and their guiding force. The Femina Super Daughter Awards event, in association with the Naturals Salons, with beverage partner Firangi Falooda, was held at the Sir Mutha

Venkatasubbarao Concert Hall, Lady Andal School, in Chennai.

The unstoppable women achievers who were felicitated at the event included India's first female 108 ambulance driver M Veeralakshmi, India's youngest mayor Arya Rajendran, former captain of the Indian women's national basketball team Anitha Pauldurai, auto driver Raji Akka, singer



Dr Srimathy Kesan with Meena Shinivas



Halitha Shameem with her parents and Primrose



1. M. Karpagam with parents
2. M. Veeralakshmi with actor Smruthi Venkat
3. Primrose Monteiro-D'Souza with KS Ravikumar and Maalica Ravikumar
4. Primrose with R Revathi and Devishree
5. R.J. Shivshankari and family
6. Primrose with Isaivani
7. V.J. Priyanka Deshpande with Sunitha P Deshpande

Isaivani, visually-impaired advocate M Karpagam, director-turned-social worker Revathi, director of *Sillukarupatti* and *Aeley* Halitha Shameem, Radio Mirchi RJ Shivshankari, founder and CEO of Space Kidz India Dr Srimathy Kesan, celebrity stylist and designer Amritha Ram, Amulu Shankar who was once a bonded labourer and is now a rescuer, playback singer Brindha Sivakumar, life coach and motivational speaker Maalica Ravikumar, Director of Education at SSVM Institutions Srisha Mohandoss and VJ Priyanka Deshpande.

Sponsors Veena Kumaravel and CK Kumaravel of the Naturals Salons and Senthil Ekambaram of Firangi Falooda were also felicitated. Speaking on the occasion, Primrose Monteiro-D'Souza, Managing Editor, *Femina*, said, “*Femina* has been the Indian woman’s partner in empowering herself, and in celebrating her successes. With the Femina Super Daughter Awards, we celebrate strong women who have taken on the establishment, who have broken the glass ceiling, as well as the people behind these superwomen.”

The evening also witnessed the felicitation

of COVID Warriors. Actor Nirosha, a COVID warrior herself, presented the certificates. Sameena Anwar emceed the event to perfection, while performances by singer Vishnu Priya held the audience enthralled. **F**



Primrose Monteiro-D'Souza with Veena and CK Kumaravel of Naturals Salons

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COVID WARRIORS



COVID warriors were felicitated by actor Nirosha. (Clockwise) Aditi Madusudanan, Ambika Raj, Dr Maria Fathima, Mary Amutha, Dr Madhumitha, Suma Mathew, Sneha Mohandoss, Ramya Dhinakaran, Preethi Daniel



Brindha Sivakumar with Banumathi Vadivelu



FUN TIMES AHEAD WITH NIHARIKA NM

The YouTuber tells Shraddha Kamdar about what she does when she's not regaling her audience with her impeccable South Indian accent, or being a global ambassador for Creators for Change

They say, when you want to create an impact, do it with a little humour. No one today is making that maxim truer than YouTuber Niharika NM, widely known for her humorous 'Types' video series covering everything from 'Types of Students Before An Exam' to 'Types of People at College'. The 23-year-old engineer, who is now pursuing her MBA in the US, is juggling digital content creation alongside her studies. She is also a global ambassador for Creators for Change—an opportunity she has had twice in a row, the only solo creator to have gotten it. Over to her.

How did you know you wanted to be a YouTuber?

My best friends always said I had too much energy for one person and that if there were a way to monetise that and my 'dad jokes', I'd be sorted. I was in my second year of engineering when

I realised that engineering wasn't really my calling, and that's when the concept of YouTube and becoming a Youtuber started becoming popular in India. It seemed only natural for me to shoot my video and jump on the YouTube bandwagon, and I did!

How did the idea of your 'Types of' series come up?

I think the 'Types of' format has always been one of the most popular for those creating comedy videos, so, when I started out, I was convinced that it was a template that I needed to follow!

Where do you get your inspiration from for all the different kinds of people in your series?

I usually get most, if not all, of my ideas when I'm interacting with my friends and family. In fact, I'm pretty sure that 95 per cent of the videos I make and the characters I play are based on someone I know. So, whenever

I'm in a situation that's fairly comical, I make a mental note to put that in my Notes app, or I pull out my phone and immediately do that so I can revisit the idea later and see what I can do with it.

How do you work at injecting humour in your work to ensure the outcome is funny?

I don't really try to inject humour into anything, I guess I just try to find humour in mundane situations to make everything a little more exciting. Then, I just add my own spin to it, and pray that it ends up being funny!

Which videos do you enjoy making the most?

I enjoy making any video where I can play a creepy uncle or a dude because I look so ridiculous doing what I do that I can't stop cracking up!

Tell us about your experience at YouTube Creators For Change.

Creators For Change has been one of the best experiences of my life and I'm grateful to have been picked not once, but twice to represent our country. It was an honour to be in a room with amazing creators from across the world who shared a similar passion; we all use our platform to make a difference.

Which of your contemporaries do you admire?

All of them are amazing, but my favourites are the boys from Jordindian; they're incredible!



'PAWRI' POPPERS

We can only be friends if you've been following all the 'pawri' updates aka memes on social media since the trend broke out on the internet, and how! In case you're wondering what's with all the 'pawri' scenes, let us fill you in. Dananeer, a well-known Pakistani influencer, shared a video on her social media where she was seen having fun with her friends in the mountains. "Yeh humari car hai, Yeh hum hain, aur yeh humari pawri ho rahi hai," the influencer was caught telling her selfie cam in the video that went viral across the globe

with desi memers having a field day, week, and month! People have started a memefest with their own versions of the 'pawri ho rahi hai' track,

making it an overnight hit. The video further gained popularity when musician-composer Yashraj Mukhate gave it his musical twist, making the word a catchphrase. Fans soon brought out the best of their creativity with memes that made the internet laugh with the hashtag #pawrihorahihai. Even Bollywood actors such as Deepika Padukone, Shahid Kapoor, Bhumi Pednekar, and Ranveer Singh joined the 'pawri', and we sure are not complaining!

Words: Kashish Khanna

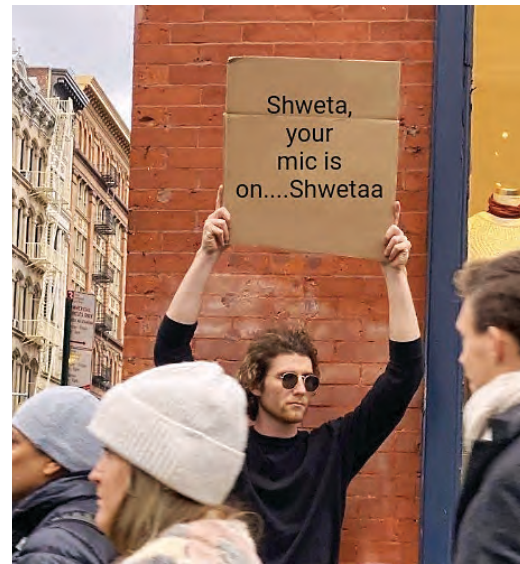
Takeaway: Work hard, 'pawri' harder!

Silence IS golden

Zoom calls have become a part of our new normal, and, as a result, the mute button has become our best friend. But Shweta, as we all know, unfriended this mute button and spilled the beans on her love story to her friend and 111 other people on a Zoom call. We're sure that you also wanted to say "Shweta mic mute karo" while watching the viral video as did her friends over the call. With everything done, Shweta and her viral video have made their way to being a meme trend and the internet just could not have enough of Shweta and her conversation.

Words: Shivangi Kapoor

Takeaway: Mute your mic, yeah!



LOVE IN THE TIME OF ZOOM CALLS

When the pandemic demanded our reality be overtaken by a virtual one, social media platforms were filled with video calls that went hilariously wrong. One such came to light when a man talked on a Zoom call about how the GDP affects the export business, and his wife appeared in the room, and was seen bending over to kiss him. The man dodged, signalling that the video call was on. The

video went viral and had netizens reacting rather positively to it. Even business tycoons such as Anand Mahindra chimed in and nominated the lady the 'Wife of the Year'. While we are tired of this pandemic and want it to get over already, it's day 979709 of #WFH and we want more of these funny goof-ups. Keep 'em coming, people!

Words: Vanisha Jagwani

Takeaway: Save your kisses 



Femina on social media has crossed the 4M mark, and we are stronger than ever! Follow us for your daily dose of beauty, fashion, entertainment and more.

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A 'BAG'FUL OF SPIRIT

What started as an activity to keep her busy in a dropped academic year soon turned into an all-consuming passion to offer women the bags they need. **NINA LEKHI**, MD and Chief Design Curator, Baggit, shares her ideas with **Shraddha Kamdar**

A few pages into her autobiography *Bag It All*, I was hooked. It was the life she had led and turned around that did the magic. At 17, faced with academic failure, Nina Lekhi, now MD and Chief Design Curator, Baggit, had to prove her mettle and rebuild her self-esteem. She used her dropped year at college to buy canvas in bulk, and create bags to sell to college students. That is how, with a sum of ₹7,000 borrowed from her mother, she started Baggit in 1985. The name was inspired by Michael Jackson's popular '80s song *Beat It!* Over the years, she did what it took to keep it going: some decisions were tough, others not quite, but the goal was clear. Today, catering to every woman's need for fashionable, durable and useful bags, the brand's turnover is close to ₹111 crore! Over to the enterprising lady...

What is the ethos of brand Baggit?

Our vision is to be a responsible fashion brand, which is internationally successful, but based out



"VEGAN FASHION IS NOT A TREND. FASHION MUST MAKE YOU FEEL GOOD FROM THE INSIDE OUT"

of India. While most fashion brands pitch themselves as seasonal, trendy, latest fashion, we are more in the mould of classic fashion. Our products do not become irrelevant at the end of the season.

Baggit is a vegan brand; why did you choose to go that way?

Vegan fashion is not a trend. We believe that fashion must make you feel good from the inside out. Cruelty-free fashion stems from compassion, peace and love for all. More importantly, it

gives you the freedom to experiment with a wide range of designs, materials, prints and textures, and that's what our Indian consumers want—great variety that's worth the price!

Tell us how you came to work on designs at 17...

I had flunked my first year of college at Sophia Polytechnic in Mumbai. Coming from a very sheltered and protective background, I was not



ready to face what I was going through at that particular age; it was disheartening. I was already completely confused about what I should do with my life, failure compounded the confusion, and I became a complete rebel. I took it upon myself to prove that I was not a dud, that I was capable. I wanted to prove that I not only had the artistic skill but also the business acumen—be it administrative, finance or people skills. The sole purpose was to prove that I could to myself and to the people around me and to bring back my self-esteem.

How have the designs evolved over the years to capture the Indian market?

We made a lot of bags in cloth and canvas in the beginning, because that was the closest and the easiest thing available to a 17-year-old girl! Going to the market and picking out colourful materials to make different handbags—that's exactly what I did! I used to make my own designs, make paper patterns for them, just slightly bigger to be able to stitch them. That is how it started—the journey of a home-grown, self-made kind of product. Also, the size mattered a lot—young girls would require hobos, bohemian bags and totes large enough to carry art works. That was what my world was about. We slowly expanded to different handbag sizes, products women required. There was a point when I hit upon faux leather, and it really took off. The kind of designs we did, there was nothing like that available at that particular time. Our product was always the kind the 'girl



Left: Deep in the process of manufacturing; Right: Nina at Baggit's first retail outlet, INXS



in denims' would love to carry—it had cool, casual appeal; it was never very corporate, never very serious—but, today, we make products for every woman. In fact, we are now known for more formal and workwear handbags. We have still not nailed the party range or the bling ones yet.

In 2019, we did a major usage and attitude study across 1,100 people in nine towns, which clearly indicated that there are largely two kinds of customers—the ones looking for fashion, the others looking for value. We also have a third category of products for people who are experimental, who are confident about their fashion sense and personality, and who can carry the look as long as they like it.

How do you stay ahead of the competition?

We are the largest manufacturers and brand owners in the handbags category in India. We derive efficiency of scale far bigger than most of our competitors who happen to source from China or other places. Our competitive strength comes from the fact that we have been in the business for 30 years. We understand the Indian consumer psyche the best and do end-to-end work in India, right from designing to manufacturing; it makes us affordable. >

“WE (AT BAGGIT) UNDERSTAND THE INDIAN CONSUMER PSYCHE THE BEST, AND DO END-TO-END WORK IN INDIA; IT MAKES US AFFORDABLE”





What are simple effective measures that you have implemented in the company?

I think really loving the people like they are a part of my family has worked. I believe that, if there is someone who is not so smart or someone is not very efficient, either way you take care of them as your own and be like a parent to them. We have done many togetherness programmes, where we all bond, not just on a professional level but on a personal and spiritual level as well.

What has been your toughest decision?

During this pandemic, we lost equity, but still had to take care of the employees by giving them a decent take-home. Some had to go on pay cuts, others on a sabbatical; we even had to ask some to resign, and that was tough.

Where do you turn for inspiration at times when you feel low?

My husband Manoj Lekhi has taught me a lot about the consciousness to see how my emotions create what I attract more in my life. I use many tools and techniques to ensure I remain in high vibration energy. Writing down my vision, and reading and hearing it every day keeps me centred. I also indulge in segment intending, where, every one-and-a-half hours, I create what

Left: With the initial Baggit team; Right: Nina with her cousin Vicky Ahuja, Sales & Marketing Director, Baggit

I want. Segment intending helps me to look at the half-full glass with gratitude. I also go for four-day silence camps in the mountains to find peace, and exercise and eat 30 per cent raw food to keep my body energy intact.

How do you unwind?

I go for two days every week to Katarkhadak, a small village on the outskirts of Pune, where our Guruji Rishi Prabhakarji's school and ashram are located. I sunbathe in a hammock, run on the mountains, cycle, and have a dip with swans, snakes and crabs in the lake. I go on excursions with the school kids into the mountains, to the lake side, feed them, enjoy and do crazy stuff with all of them. Last year, the school was closed, so I really missed that. The true sense of unwinding for me comes from being in nature and enjoying the awesome weather in the mountains, so different from that in the city.

What is your advice to new entrepreneurs?

Entrepreneurship is not for everybody. Only the crazy, passionate ones get into entrepreneurship, because the journey is not at all easy; it is filled with struggles and difficulties. You need a lot of enthusiasm, a lot of determination to see what you started through, but, if you are willing to commit to staying the course, entrepreneurship can be beautiful. My advice is, if you find a dream and the dream doesn't let you sleep, you have a great chance of being a successful entrepreneur. If you are becoming an entrepreneur to make money, don't do it, because you will never succeed. **E**

"IF YOU ARE BECOMING AN ENTREPRENEUR TO MAKE MONEY, DON'T DO IT, BECAUSE YOU WILL NEVER SUCCEED"



CLOUDS ON YOUR PLATE!

As we try to make stay-at-home weekends as interesting as possible, try your hand at Japanese soufflé pancakes.

Made airy by the addition of beaten egg whites to the batter, this baked version also needs egg rings to give the pancakes their perfect shape, but the end result is tasty and pretty. Serve with fresh fruit, honey and maple syrup.

Japanese Soufflé Pancakes

INGREDIENTS

- 1 cup flour
- 2 tsp baking powder
- ½ cup milk
- 4 eggs, separated
- 50g melted butter
- 1 tsp vanilla essence
- 1 cup caster sugar

METHOD

1. Preheat the oven to 180° C. Grease egg rings and line them with strips of baking paper. Line a baking tray with parchment paper.

2. Sift the flour and baking powder into a large mixing bowl. Make a well in the centre of the mixture, add the milk, egg yolks, butter and vanilla essence, and whisk well.

3. To make the meringue, beat the egg whites in an electric mixer until you get just-firm peaks. Add the sugar, and beat for 10 minutes until the meringue is glossy and thick, and the sugar has dissolved. Fold the meringue into the egg yolk mixture in three batches.

4. Place the parchment-lined tray in the oven for two minutes to heat. Place the lined egg rings on the tray, and carefully spoon one-fourth cup of batter into each ring. Cover with a sheet of baking paper, and bake until bubbles appear on the surface of the pancakes (about 14 minutes) and they are just firm to the touch. Remove from the oven, and remove the baking strips and rings.

5. Serve the pancakes immediately with your favourite toppings.



DISCS OF DELIGHT

Get your fix for traditional tastes with these appetisers from Chef Bapi Debnath from The Tanjore Tiffin Room, Mumbai

JACKFRUIT CUTLETS

5 tsps sesame oil
1 tsp chana dal
2 tsps toor dal
1 tsp urad dal
1 garlic clove, chopped
1 inch piece of ginger, chopped
3 onions, chopped
Salt, to taste
1 tsp sambhar powder
2 tsps coriander leaves, chopped

1 tsp mint leaves, chopped
1 tsp red chilli powder (divided usage)
½ tsp turmeric powder (divided usage)
1 tsp green chilli, chopped
70 g raw jackfruit, cleaned, boiled until tender, and mashed
1 tsp coconut, grated
1 tbsps panko crumbs
500 ml oil for frying



Calorie count:
300 calories
(per serving)

SERVES: 4 > **PREP TIME:** 20 minutes > **COOKING TIME:** 30 minutes

1. To prepare the tempering, heat the sesame oil in a pan over a medium-high flame. Add the chana, toor, and urad dals, and fry for a minute. Add the garlic, ginger, and onions, and stir for two minutes. Add the salt, sambhar powder, and coriander and mint leaves, and stir. Toss in half a teaspoon of red chilli powder, a quarter teaspoon of turmeric powder, the green chillies, and fry. Set aside.
2. Add a half teaspoon of red chilli powder, a quarter teaspoon of turmeric powder, and salt to the mashed jackfruit, and mix well. Add the tempering and coconut. Shape into patties, and coat with the panko crumbs.
3. Heat the oil for frying in a deep pan, and fry the patties. Serve hot.

TIP: SERVE THE JACKFRUIT CUTLETS WITH TOMATO CHUTNEY.

MINI GUNPOWDER IDLIS



1 kg rice
300 g urad dal
1 tsp methi seeds
1 tsp Eno
5 tsps rawa
Salt, to taste

2 tsp ghee
1 tsp white sesame seeds
6 curry leaves
300 g gunpowder

Calorie count:
1,200 calories
(per serving)

SERVES: 4 > **PREP TIME:** 12 minutes + 8 hours soaking > **COOKING TIME:** 30 minutes

1. To prepare the mini idlis, soak the rice, urad dal, and methi seeds together for eight hours.
 2. To prepare, grind the mixture to a smooth batter.
 3. Add the Eno, rawa, and salt to the ground batter, ladle it into the mini idli moulds, and steam until done. Set aside.
 4. Heat the ghee in a large pan over a medium-high flame. Add the white sesame seeds and curry leaves, and fry for 10 seconds. Add the mini idlis, salt, and gunpowder, and toss together gently. >

TIP: TO MAKE THE IDLIS MORE SCRUMPTIOUS, BE GENEROUS WITH THE GHEE AND GUNPOWDER.

PARUPPU VADA



1/8 cup chana dal
2 tps onion, chopped
1/8 cup coriander leaves, chopped
1 tsp green chillies, chopped

3 tps salt
2 tps bor (round) red chillies
2 tps fennel seeds, crushed

Calorie count:
250 calories
(per serving)

SERVES: 4 > **PREP TIME:** 15 minutes + overnight soaking time > **COOKING TIME:** 15 minutes

1. Soak the chana dal overnight.
2. The next morning, grind with the onion, coriander leaves, green and bor chillies, fennel seeds, cumin seeds, and salt and mix into a rough mixture. Shape into flat vadas.
3. Heat the oil in a deep pan and fry the vadas till done. **F**

TIP: SERVE THE VADAS WITH TOMATO CHUTNEY.

OLIVE IDEAS

Try these unusual ways to use olives in Indian food



Sweet Modak With Hojiblanca Olives

INGREDIENTS

300 g rice flour
Salt to taste
100 ml hot water
50 g ground almonds
20 g coconut zest
3 tbsp honey
1 tbsp chopped jaggery or sugar
150 g Hojiblanca olives, chopped + extra to garnish

METHOD

1. Mix the rice flour and salt in a bowl. Add the hot water,

and knead to make a homogeneous dough.

2. Prepare the filling: In another bowl, mix the chopped olives, almonds, coconut zest, honey and jaggery or sugar until well mixed. Set aside.
3. Make balls of the dough, and put a little filling in the centre of each. Close like a modak. Steam for 20 minutes.
4. Serve, topped with Hojiblanca whole olives.

Vegetable Samosas With Manzanilla Olives

INGREDIENTS

250 g flour
½ tsp ajwain seeds
200 g warm water
1 tsp salt
2 tbsp vegetable oil
1 tsp cumin seeds
1 tsp coriander seeds
Oil for frying
300 g cooked and mashed potatoes
100 g peas
100 g chopped carrots
½ tsp ground cumin
½ tsp turmeric
½ tsp ground dried chilli
100 g chopped Manzanilla olives
1 tsp chopped fresh coriander

METHOD

1. Knead the flour, ajwain seeds, salt, warm water and vegetable oil to a smooth dough. Rest for 30 minutes. Roll the dough into a log, divide into portions, and roll each one into a thin sheet with a rolling pin. Cut into squares for the samosas.
2. To prepare the filling, toast the cumin and coriander seeds in a frying pan. Remove and reserve. Add a splash of oil to the pan, and add the potato, peas and carrots. Add the roasted cumin and coriander seeds, and the ground cumin, turmeric and chilli. Sauté until the mixture is soft. Add the olives and coriander, and mix. Add salt to taste, and remove from the flame.
3. Place a little filling on each of the dough squares, fold into triangles, and seal. Deep fry the samosas until golden.
4. Serve hot.



PHOTOGRAPHS & RECIPES COURTESY OLIVES FROM SPAIN



Biryani Rice With Pimento-Stuffed Olives

INGREDIENTS

300 g basmati rice, washed and soaked in 600 ml water for one hour
1 onion, julienned
1 tbsp garlic paste
1 tbsp ginger paste
Chopped vegetables (potatoes, ripe tomato, peas, cauliflower, carrots, green beans)
Ground spices (coriander, cumin, chilli, turmeric)
Whole spices (green cardamom, black cardamom, cloves, cinnamon, star anise, bay leaf)
100 g plain yoghurt
200 g pimento-stuffed olives (divided usage) + extra to garnish

1 tsp chopped coriander
2 tsp minced fresh mint
1 tomato, diced
Food colouring dissolved in 60 ml milk
Vegetable oil
Salt, to taste

METHOD

1. Cook the rice in its soaking water on a medium flame until parboiled. Strain, reserving the water for the next step. Set aside.
2. Make the soffrito. Cook the onion in a frying pan until tender and golden. Add the garlic and ginger pastes and the potatoes, fry for a few

minutes to soften. Add the rest of the chopped vegetables and the whole and ground spices, and cook until tender. Add the yoghurt, mix, remove from the flame, and add half the olives. Add salt to taste.

3. Place a base of soffrito in a saucepan. Top it with the rice mixture. Finish by sprinkling on chopped coriander, mint, tomato dices, the remaining olives and a few drops of the food colouring-milk mixture so that it stains in dots. Cook over a low flame for 10 minutes.
4. To serve, take the rice with a ladle from the bottom so that you can see the layers on the plate, and garnish with olives. **F**

PLEASING PLATES

Turn out restaurant-worthy dishes with these recipes from Executive Chef Rajesh Sharma, of the The Roseate, New Delhi

MEDITERRANEAN QUINOA & MARINATED VEGETABLE SALAD

160 g red quinoa

80 g cucumber, peeled, seeded and finely diced

10 g chopped parsley

20 ml extra virgin olive oil

60 ml lime juice

Salt, to taste

Pepper, to taste

120 g baby carrots, boiled

80 g green zucchini, sliced into strips, and grilled

60 g green asparagus, blanched

60 g cherry tomato, blanched and skin removed



For the labneh:
80 g hung yoghurt

10 g mint

10 g roasted garlic

5 ml extra virgin olive oil

For the vinaigrette dressing:

15 ml white wine vinegar

30 ml extra virgin olive oil

5 g Dijon mustard

5 g organic honey

2 g salt

2 g crushed black pepper

For the garnish:

6 mint sprigs

5 edible flowers

Handful of microgreens

Calorie count:
508 calories
(per serving)

SERVES: 4 > PREP TIME: 20 minutes > COOKING TIME: 15 minutes

1. Place the quinoa in a double quantity of water on a high flame and bring to a boil. Reduce the flame to low medium, cover the pan, and continue to cook for another seven to eight minutes or until most of the water has been absorbed. Remove from the flame, allow to cool. Fork the quinoa to separate the grains.
2. Mix the quinoa with the cucumber, parsley, lime juice and extra virgin olive oil. Adjust the seasoning.
3. To prepare the labneh, mix together the yoghurt, mint and garlic well. Divide the mixture into eight portions, and roll into small round balls with your fingers. Drizzle with extra virgin olive oil to keep the labneh balls separated.
4. Mix together the vinaigrette ingredients, and marinate the carrots, asparagus, zucchini and tomato in the vinaigrette for five to six minutes.
5. To assemble, place a four-inch diameter steel ring in a shallow salad bowl, and place three to four tablespoons of the quinoa tabbouleh within the ring. Top with the labneh balls, and marinated vegetables. Garnish with mint sprigs, edible flowers and microgreens.

TIP: FOR MORE DRAMATIC PLATING, ROLL THE ZUCCHINI STRIPS INTO SPIRALS.

COURGETTE & MOONG BEAN CANNELLONI

200 g zucchini, washed
20 ml extra virgin olive oil (divided usage)
Salt, to taste
For the filling:
30 g minced red onion
5 g minced garlic
200 g boiled green moong
5 g chopped basil
2 g smoked hot paprika
2 g dried oregano
2 g crushed black pepper



For the pumpkin puree:

150 g pumpkin, peeled and, sliced
20 g sliced leek
20 g sliced celery
20 g sliced onion
50 g sliced carrot
5 g minced garlic
2 g fresh rosemary
2 g turmeric
300 ml water

For the pesto foam:

200 ml soy milk
80 g fresh pesto
Salt and pepper

SERVES: 2 > PREP TIME: 30 minutes > COOKING TIME: 20 minutes

1. Cut the zucchini into slices two inches broad and quarter inch thick (use a Japanese mandolin [slicer] to get even slices). You will need about 12 to 14 slices.
2. Heat a little olive oil in a heavy-bottomed pan, and slightly roast the zucchini slices. Season to taste. Remove and set aside.
3. To prepare the filling, heat the remaining olive oil in a pan, and sauté the onion and garlic for a minute. Add the moong, and sauté for two minutes. Remove from the flame, and add the basil, paprika, oregano and pepper.
4. Arrange six to seven courgette slices in an overlapping sequence on a sushi mat. Place half the filling on this, and roll tightly. Repeat with the remaining slices and filling. Set aside.
5. Preheat the oven to 250° C.
6. To prepare the pumpkin puree, boil the ingredients in a heavy-bottomed pan until the pumpkin is soft and the water has cooked away. Discard the rosemary and blend the pumpkin to a smooth puree. Set aside.
7. To prepare the pesto foam, place the soy milk, pesto, salt and pepper in a heavy bottomed pan, and heat to 40° C. Whisk with a hand blender to a foam.
8. When ready to serve, heat the cannelloni in the preheated oven for five to seven minutes. Spread pumpkin puree in a 11-inch diameter plate with the back of a spoon in a circular motion. Place the cannelloni on the pumpkin puree. Garnish with pesto foam, and serve immediately. >

TIP: GARNISH WITH DRIZZLES OF FRESH PESTO IF YOU CHOOSE NOT TO MAKE THE PESTO FOAM.

TEXTURES OF CAULIFLOWER WITH TAHINI & POMEGRANATE

For the cauliflower florets:

20 g unsalted butter

1 tbsp olive oil

4 large cauliflower florets

1 tsp paprika powder

1 tsp sea salt

For the smoked cauliflower:

2 small handfuls wood chips

200 g cauliflower, cut into ½-cm slices

1½ tbsp olive oil

1 tsp sea salt

For the cauliflower couscous:

250 g cauliflower, cut into florets

15 g chopped parsley

½ pomegranate, arils only

2 tbsp extra virgin olive oil

Sea salt, to taste

Freshly-ground black pepper, to taste

½ lemon, juiced

For the tahini dressing:

2 tbsp tahini paste

1 tbsp olive oil

1 tbsp lemon juice

3 tbsp hot water

1 tsp chopped garlic



Calorie count:
312 calories
(per serving)

SERVES: 4 > PREP TIME: 40 minutes > COOKING TIME: 20 minutes

1. To prepare the cauliflower florets, heat the butter and olive oil in a pan. Add the florets, and cook on a low flame, basting with the melted butter until tender. Drain on absorbent paper. Season with paprika and salt.
2. To prepare the smoked cauliflower, place the wood chips between two sheets of foil, fold into a flat parcel, and then slash a few holes in the top of the foil. Place in a wok or saucepan with a tight-fitting lid. Rub the cauliflower with the olive oil and sea salt, and place over the foil packet. Place a layer of foil over the pan, followed by the lid, then place the pan on the flame in a well-ventilated kitchen. Heat until the foil becomes tight with the volume of smoke underneath (about 10 minutes), lower the heat and cook for another 10 minutes. Turn off the flame and leave for 10 minutes.
3. To prepare the cauliflower couscous, place the cauliflower and parsley in a food processor, and pulse in two-second bursts for 15 to 20 seconds until blitzed to rubble. Tip into a small bowl, stir in the pomegranate arils and olive oil, and add the sea salt, black pepper, and lemon juice to taste.
4. To prepare the tahini dressing, blend the ingredients to a fine puree, and season to taste.
5. Heat a griddle pan until smoking, then briefly char the smoked cauliflower slices for a minute on each side until you have nice char marks. Divide the cauliflower florets, smoked cauliflower, cauliflower couscous and tahini dressing between four plates, and serve. **F**

TIP: TAKE THE SMOKING PAN OUTSIDE TO REMOVE THE LID, TO AVOID FILLING THE KITCHEN WITH SMOKE.



Onion Marmalade

INGREDIENTS

4 tbsp olive oil
1 kg onions, sliced
100 g sugar or jaggery
300 ml vinegar
4 cloves
2 bay leaves
2 tbsp tomato puree
A pinch of chilli powder
Salt and pepper, to taste

METHOD

1. Heat the olive oil in a pan, and sauté the onions until soft.
2. Add the sugar, vinegar, cloves, bay leaves, tomato puree, chilli powder, salt, and pepper, and cook for an hour. Check and correct the seasoning.
3. Cool, and store in a clean and dry jar.
4. Serve on toast or canapes, or as an accompaniment to cold cuts.

USE YOUR ONIONS

A trio of recipes that elevates the humble root vegetable to greater heights



Home-Made Onion Rings

INGREDIENTS

1 onion, sliced into 1-cm rounds, and rings separated
Vegetable oil, for deep frying
150 g self-raising flour
Pinch of salt
180 ml sparkling water

METHOD

1. Fill a frying pan two-thirds

full with vegetable oil, and heat to fry.
2. Whisk the flour with salt and sparkling water until smooth.
3. Coat the onion rings in the batter, and fry in batches until golden and crisp (about three minutes). Remove with a slotted spoon, and drain on kitchen paper, sprinkling immediately with salt.

French Onion Soup

INGREDIENTS

2 tbsp butter + 1 tbsp oil
2 cups sliced onions
5 cups stock
1 large slice bread, toasted
4 tbsp grated cheese
1 tsp salt
¼ tsp powdered black pepper

METHOD

1. Heat the butter and oil in a heavy saucepan, and sauté the onions until they

are a rich golden brown. Start by sautéing over a high flame, but lower it after a while.

2. Add the stock, and bring to a boil. Simmer, uncovered, for about 15 minutes.
3. While the soup is simmering, cut the toast into four pieces. Place a piece each in four bowls. Place a tablespoon of grated cheese over the toast.
4. Add salt and pepper to the soup, and pour it into the prepared bowls. Serve hot. **F**





It's time to plan a

FAMILY VACAY!

While we wait to travel again, here's how you can ready yourself to vacation *avec famille*. By **Primrose Monteiro-D'Souza**

Family travel is all about mindset. There are many parents who are hesitant to travel with young children, because it seems fraught with complications; there are others who foray out, baby carrier and light pram in tow, when their babies are but six months old. For the latter, it makes sense because that is how life will be from this time on. And fortune favours the brave; well-travelled children actually embrace

more of the world earlier in life, and become easy travellers to reward their parents for their trust in the universe, and in them.

For all of us who are coming out of the too-long lockdown, a family vacation is about extending the time we spent together but in a different location. We might invite extended family along, people whom we trust have handled the confinement as we have, without taking unnecessary risks, because

we know that they will conduct themselves appropriately and with social distancing and safety protocols in place even on holiday.

Keep in mind that holidays with children are about a certain amount of planning with a healthy bit of spontaneity thrown in; that's the best way to actually help you and your kids get the best out of a well-deserved vacay. The best-laid plans will most likely go out of whack when there are kids in the mix, but being flexible will serve you well.

Remember, also, that you and your partner are also on holiday; 'well deserved' probably applies more to you



Your attitude to new experiences sets the tone on a family vacation

and him than to the kids, who will just be happy to be with you in a new place. So, by all means, do kid-friendly things together, but also mix it up with activities that you can each do alone, while the other adult spends time chilling with the children. If you have reliable babysitting you can tap into, try a romantic lunch date, so you can get back quickly in daylight if the need arises.

Here are a few tips and tricks to get you started:

1 CHOOSE YOUR DESTINATION CAREFULLY

India is good to go at the moment. Backyard tourism helps local communities to bounce back after the financial difficulties of the lockdown, and we could all do with exploring our country more. Deciding to vacation closer to home will allow for a leisurely road trip, one of the safest ways to travel currently; just make sure you carry enough entertainment, and factor in breaks for food and loo stops in the best places you can find—they will have the sparsest crowds and the cleanest toilets. If you must fly to a destination, pick your flights so that the kids can sleep on the airplane, and allow enough time on layovers to get from one gate to

another. Get to the airport well in time, because there are new procedures in place that must be followed, and rushing through them will overwhelm young children. Choose to stay and explore away from urban centres and crowded tourist attractions.

2 PLAN TO STAY LONGER AT A DESTINATION

It's better to not expose yourself too much to different locales at this time, so plan to stay put in one place and not rush about. Instead, dig in and

discover the destination you've chosen more immersively.

3 CHOOSE YOUR STAY OPTION WITH PANDEMIC CONSIDERATIONS AND CONVENIENCE IN MIND

Many families prefer apartments or villas to be able to spread themselves out, cook simple meals themselves, and limit the social contact that is a given in a busy hotel. Check about baby beds, high chairs and prams you can borrow if these items are important to you.

TRAVELLING WITH CHILDREN NEEDS WRIGGLE ROOM FACTORED IN, AS WELL AS PERIODS OF REST AND DOWNTIME



Choose a destination away from the crowds

4 PLAN A FLEXIBLE ITINERARY

Travelling with children needs wriggle room factored in, as well as periods of rest and downtime. You already know how quickly or slowly your child gets around, so take that time into consideration as well. Plan to arrive at your accommodation so you can all have a good night's rest before you start exploring. Keep in mind that you will need to adjust your expectations of everything you can realistically cram into an itinerary. Balance heavy days with light ones, or plan only one major activity a day. >

5 INVOLVE THE KIDS IN THE HOLIDAY PLANNING

It builds excitement and helps the children prepare themselves for something out of the ordinary. You can also speak to older kids about budgets and priorities. This helps them understand why you are able to include some things in the vacation and not others, and also gives them a head start on ground realities when they start travelling solo themselves.

6 PACK LIGHT AND SMART

Take as little luggage as you can, and pack easy-wash, easy-dry, no-ironing-needed clothes. Children can help by pulling their own small suitcases. Include one or two items that your child cannot do without, like a favourite toy or book, and all their prescription meds with a printed prescription. If you need these, keep a baby sling and/or a travel stroller (also called an umbrella stroller) close at hand.



Pack as little as you can manage with

7 BE PREPARED FOR SEPARATION

It's difficult to anticipate when a child will get lost, but preparing greatly reduces anxiety. Teach older children your local address and number; young children can wear a band with details to help them to be reunited with you.

8 DO EAT LOCAL FOOD

Don't miss out on eating what the locals do at a destination. This is not only a wonderful way to immerse yourself in a new place, but also a responsible way to travel because you

help local communities when you spend your money at small businesses. Always keep the safety, sanitation, and social distancing protocols in mind, though, and consider doing takeaways rather than dining out in at crowded places. Also make sure to stock up on local snacks from a supermarket when you arrive, so you always have food ready on demand, whether at your stay option or out and about.

9 MODEL GOOD BEHAVIOUR

Be polite, enthusiastic, and courteous with hotel staff and locals, and calm and adventurous when faced with unexpected circumstances or sudden changes. Your mindset and attitude set the tone for your vacation; your kids will take their cues from you, not just for the trip itself, but for all the travel they do in their lives going further. And be a sustainable traveller: Carry refillable water bottles to replenish from safe sources, and avoid disposable plates, bottles, and the like.

YOUR MINDSET AND ATTITUDE SET THE TONE FOR YOUR VACATION; YOUR KIDS WILL TAKE THEIR CUES FROM YOU



A family vacation now celebrates the break from cabin fever

10 USE THE LEARNINGS

Every evening, review the day. Find out what the children enjoyed, and what they did not, and why. Reinforce the good behaviours (not choosing plastic, avoiding tantrums, not littering). Address any anxieties that might have arisen.

UNTIL YOU TRAVEL AGAIN

Once you get home, speak about the time you spent together. Broaden their experience by encouraging them to recount happy times with their cousins, uncles, aunts, and grandparents. Let them share photos they might have taken, or journals they might have kept on the trip. To help them keep the magic going, rustle up a few dishes that you discovered and learned about on the vacation. **F**



DESIGN DREAMER

Interior designer Kajal Agrawal shares her journey, her thoughts on gender-related issues in the design sector, and more with **Ravina Sachdev**

Born into a business family, Kajal Agrawal was taught the value of financial independence from a young age, encouraged to be confident in her decisions, and to work smart for the things that she wanted to achieve. "At times, I did have to deal with people saying things like 'she is a girl, so

eventually she has to settle down', but it just made me work harder!" she reveals.

She opted for the science sector for her education, but the creative spark within her never died, and she received appreciation from family and friends for her design experiments. Design grew on her, and she cleared the National

Aptitude Test in Architecture (NATA), and was about to enter an architecture university, when she discovered that, more than building exteriors, what fascinated her was interiors, lighting, furniture and the mood of the space. She realised that, with a well-planned layout and detail-oriented design, she could effectively enhance the quality of life.

"I studied interior design, and then started my own firm, Kajal Agrawal Designs; I can't imagine life without it today," she enthuses. Hers is an award-winning multi-disciplinary boutique practice, whose expertise lies in interior space planning, conceptualising, design development, and execution.

Establishing the brand was not easy; she recalls that, during the initial stages of her career, male labourers found it extremely difficult to take instructions from a woman. "They wouldn't admit to their mistakes, and would seek out a male architect to take instructions from," she explains. She also points out that, since the industry is dominated by older designers who have achieved so much and contributed to the industry, her young age was a challenge too. "Although gender has nothing to do with the field of design, for a woman, it is a bit difficult to make her mark in this industry. Given equal opportunities, a woman has a better natural capability to multi-task and communicate, as well as carry a team along," she states.

She loves designing spaces for people, and is incredibly passionate about it. Her ideal client is one who is open-minded and ready to explore the creativity, luxury, and detailing that a designer can give them – that's what matters most to her. "It feels great to be given creative freedom, and I've been blessed so far to work with the people that I have worked with," she smiles. **F**

BEAUTIFUL, FOREVER

LET DR. SHIKHA BAGHI BHANDARI'S TIMELESS AESTHETICS TELL YOU MORE ABOUT PERMANENT MAKEUP BEAUTY TREATMENTS FOR BRIDES-TO-BE

All of us want to look good at all times, and that sometimes becomes a hurdle as the time required to do makeup is not always available. What can one do in such times? If you're wondering the same, Dr Shikha Baghi Bhandari of Timeless Aesthetics has the answer for you. Permanent makeup or semi-permanent makeup is the latest revolution in the field of aesthetics, and the brand is one of the first to adopt the treatments and promote the industry nationwide.

UNDERSTANDING THE BASICS

So what exactly is permanent makeup? It is a technique where colored pigments are placed just below the first layer of skin. This allows the PMU (permanent makeup) artist to darken or lighten the specific area. For instance, dark pigment can be introduced to eyebrow area to make it look darker and shapelier while on the flip side, lighter colors can be used to areas like lips. PMU treatments for brides started from Europe and US and ultimately gained traction in India as the industry arrived here about five years ago.

The clients who visit Timeless Aesthetics to get this treatment done are those with scanty, scarred,

and even in many cases, barely visible eyebrows. Similarly, dark lips or often misconstrued as smoker's lips is a huge issue for many Indians, for which they opt for PMU.

FOR D-DAY

Timeless Aesthetic's biggest clientele are brides who want to look perfect when they're about to meet their in-laws or for the wedding functions or even for the honeymoon. But PMU is something women can opt for beyond the wedding rituals too. Brides want to look good on their wedding day only, is a false notion. They want to look good before and after the big day as well.

EASY AND ACCESSIBLE

Permanent makeup is a great solution for regular makeup woes. Women can feel the confidence of looking good at any given point of time as they don't need to do or maintain makeup every time they step out or through the day. The comfort of knowing that your eyebrows are perfectly shaped and designed to complement you, and that you don't need to carry a pencil in your bag to fix it, is unmatched. Same goes for the lips, the constant touch-ups of the lips is simply a maneuver no woman, bride or otherwise wants to



perform every hour. PMU eliminates some of the most recurring nuisances you have to bear with every day.

SERVICES TO AVAIL

There are several treatments at Timeless Aesthetics that remain popular such as permanent eyebrows, permanent lip colour and permanent eyeliner. Each of these treatments takes up to three hours, and although there are minor touch-up sessions that are required, you could have perfect features for almost two years. Not a single cosmetic

product can do that.

The best part is that permanent makeup doesn't run down your face when you sweat and you can wipe your mouth as many times as possible if the climate is warm and not worry about if you need to touchup your lips. Festivities and celebrations can go without worry and even afterwards, you remain looking simply radiant. Dense and well-proportioned eyebrows and light glossy lips to compliment them can certainly uplift the confidence in a bride's appearance.



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Eye Brow Designing
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LESSONS *on* LOVE

Relationships, good and bad, help us grow and understand ourselves better and here are five lessons that we can surely learn from it. By **Reisha Shetty**

Love at every age is different. With time and age, our ability to experience love in all its forms and glory enhances. We tend to learn a lot from all of our relationships, and truly realise the effort that goes in building a good, healthy bond. We understand our needs and wants much better and realise the importance of small moments in life that can bring us so much joy. Being with a person for a period of time, teaches us so many things. Here are five life lessons we learn from being in a relationship that helps us appreciate life better.

THE IMPORTANCE OF PERSONAL SPACE

Everyone deserves to have some space of their own. It is important for one to grow and that can truly happen if you have that required time and space. Not only does this help your relationship stay

healthy but lets you build an identity of your own while still being a couple. This shows independence and strength rather than neediness and dependency.

TEAMWORK IS THE DREAM WORK

Good teamwork builds an ideal, long-lasting relationship. It plays an important role in developing a bond and trust between partners. Recognising and respecting others' efforts and helping them out whenever required is what builds a strong relationship.

THE ART OF COMPROMISING

To bring out the best in you and your relationship, it is important to compromise equally. Finding a middle ground on discussions that you might not always agree with your significant other, can be difficult but not impossible. Taking the backseat every now and then can help you understand your partner better and help your



Good teamwork plays an important role in **developing a bond and trust between partners**

relationship grow stronger.

SELF-LOVE IS THE KEY TO GROW

It is important to learn to love yourself before you love another. Your significant other will treat you just the way you treat yourself. Self-love can help you build yourself as a confident, strong and a secure person which will always be important in your personal and relationship growth.

COMMUNICATING CAN TAKE YOU PLACES

To understand one another better, it is very important to voice our concerns and thoughts. It helps you solve and avoid problems that can turn toxic for your relationship. Verbal and non-verbal communication not only helps you understand one another better but also helps you keep the relationship healthy and strong. **E**

MAKING EVERYDAY HEALTHY



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APPRAISE THE APPRAISALS

Hena Mehta, co-founder and CEO of Basis, shares a guide to making sure you get the raise you deserve this appraisal season



The nervous tightening knot in your stomach and the flutter of hope in your heart are the familiar emotions that resurface for employees with appraisal season. The performance review is a crucial time when all the hard work throughout the year, bears fruit (or so you hope). But are you making sure you are getting what you deserve out of your appraisal?

GENDER WAGE GAP

The gender wage gap is a reality:

While women are taking the lead in both the corporate and business world on a global level, the gender-based wage gap still exists in corporate India. According to the Monster Salary Index published in 2019, the gender pay gap in India stands at 19 per cent. This gap increases for skilled jobs – reaching up to 30 per cent for highly skilled occupations.

The gender wage gap is way beyond just a statistic:

Imagine you have the same qualifications, same experience and have worked just as hard to rise in the corporate ladder but are still receiving an almost 20 per cent lower pay than your male counterpart. Not getting your due at an appraisal can impact your work morale significantly as well as have a considerable impact on your finances.

HOW TO ACE YOUR APPRAISAL?

While there may be several reasons that a significant gender wage gap still exists in corporate India, there can be several steps you can take to ensure you get the pay and benefits that you rightfully deserve:

Take some time to reflect on the year gone by:

As women, we get so caught up in juggling our work and

personal commitments that we often miss out on giving the required attention to our appraisal. Set aside time to reflect on the past year and gather your thoughts on all the milestones you have achieved for your company.

Communication is key: Knowing what you have achieved is not enough if you cannot communicate this forward to your performance manager. Throughout the year you must articulate all your hard work and milestones achieved. Assuming your manager will automatically recognise your work without you bringing it to the forefront can be a costly mistake.

Be confident: You may have taken a break from work for personal commitments – be maternity or other personal responsibilities. Apart from bringing a break in your career, this may also dent your confidence in the workplace. Try not to let this get in the way of and overshadow the work you have done. Make most of the upskilling opportunities that are available: research for courses online, enquire in your professional networks or even seek help from your colleagues and manager on ways that can keep you valuable in the organisation.

Negotiate it right: A lot depends on your negotiating skills. An appraisal will primarily determine your pay rise, so do not be afraid to negotiate, backing up your asks with your work performance. Find more pointers on how not to let the gender pay gap affect you in this video from our #FinanceFriday series. Have a clear outlook about your role in the organisation: Having clarity about your role is essential. Most companies will reward employees who can demonstrate a growth vision for themselves and the organisation. A poor appraisal or one that doesn't match your expectations can be extremely demotivating, especially if you see male counterparts who once used to be your peers climbing the ranks at a faster rate. So, gear up and put in some serious thought into your upcoming appraisal – a little effort now can pay the entire year! **F**

AMBIENCE MALLS CELEBRATED WOMEN'S DAY IN STYLE



The mall was lit up in pink to honour all the beautiful women fraternity.

Women are powerhouses who stand strong and lead from the front, on any front. Every year, International Women's Day is a day that celebrates the indomitable spirit of women across the globe. Ambience Malls have always ensured that they recognise this, and shower women with love and appreciation. This year was no different and Ambience Mall Gurgaon and Vasant Kunj made the day a special one with lots of on-ground events and offers across stores.

Speaking about this initiative, Arjun Gehlot, Director, Ambience Mall—Gurgaon and Vasant Kunj said, "As an organisation, we at Ambience believe in equal rights and opportunities for women. Our endeavour has always been to go the extra mile to understand women's expectations and put that insight in improving our service quality to make them feel special every single day. International Women's Day is a perfect occasion for us to celebrate womanhood with equal vigour and enthusiasm."

AT AMBIENCE GURGAON

Who doesn't like being pampered? Ambience Gurgaon ensured that women feel that and more with all that they had on offer. Women got to indulge in makeovers at the Vanity Fair organised here where

premium beauty brands such as Innisfree, Dyson, Looks Salon, Geetanjali, Kryolan, New U, and Nail Art offered complimentary makeover services to women shoppers. The patrons of the mall got to watch an elegant fashion show with top fashion influencers. Noteworthy fashion brands such as Anita Dongre, Global Desi, FabIndia, Biba, AND, Masaba, Zara, Cover Story, Bebe and many more showcased their latest Spring Summer 2021 collections. Shoppers also got the opportunity to win attractive gifts by getting clicked at the photo-op setup in the theme of the Ambience Mall Magazine, and by tagging Ambience Mall on social media with their photos and selfies.

Women leaders from various walks of life shared their valuable insights and experiences in a discussion on 'Women in Leadership'. Kajal Chanana, founder and director, Dwarka Mom's Community was the moderator of the event. The panellists included Arvind Kapoor, GM Mall Operations; Aakriti Chaudhary, founder and director, JustRojgar.in and JustLearn; Alka Kapoor, senior joint secretary, Institute of Company Secretaries of India (ICS); Gunjan Gaur, director, Bharti Taneja's Alps Beauty Group; and Archana Agnihotri, director, Samadhan Abhiyan NGO.

AT AMBIENCE VASANT KUNJ

Everyone needs a day they can call their own, and get to indulge in things that they love, be it learning something new through masterclasses or getting pampered? Women shoppers at Ambience Vasant Kunj got to experience just that! They had a chance to see the latest spring summer trends up close and personal at the elegant display of the latest summer spring

collections from brands Project Eve, Forever 21, Ritu Kumar, H&M, Vero Moda, Only and many more. Pink being the colour that denotes femininity, the mall façade was lit up in pink to honour all the beautiful women.

The Ambience Malls—both at Gurgaon and Vasant Kunj—made their female patrons feel special and happy on Women's Day, as was evident in the smiles and laughter all around.

NEW NORMAL, NEW INNOVATIONS

Keeping the need of the hour in mind, Ambience Malls always come up with innovative ideas that make their patrons' experience better. They have come up with the Ambience Mall App that makes offers by brands, in-mall services, events and navigation easily accessible, efficiently. The users of Ambience Mall App can subscribe to the brands they like and stay updated on offers, upcoming events, festive campaigns and contests that they can participate in.

Working as a complete mobile mall directory, the multi-feature app also provides indoor navigation and an easy access to mall's Loyalty Program, where shoppers can claim vouchers of major brands with the reward points they collect. There are various services available to the loyalty program members including personal styling, car wash, movie tickets, hotel stay in The Leela Ambience, etc. along with campaigns to participate in to win extravagant prizes.

With such exclusive services at the shopper's disposal, the app gives more power to the customers, allowing them to have a safe, rewarding and joyous shopping experience. The app has also launched a referral programme which gives every user to invite a friend and get 50 points.



Lifestyle bloggers Shiwali Bhola & Bhavya Monga getting clicked in Ambience Mall Magazine photo op



(from l to r) Moderator Kajal Chanana, founder and director, Dwarka Mom's Community and panellists Arvind Kapoor, GM Mall Operations; Aakriti Chaudhary, founder and director, JustRojgar.in and JustLearn; Alka Kapoor, senior joint secretary, Institute of Company Secretaries of India (ICS); Gunjan Gaur, director, Bharti Taneja's Alps Beauty Group; and Archana Agnihotri, director, Samadhan Abhiyan NGO.



Fashion influencer Deepika Gwalani presenting the latest collection of Panna

Scan the QR code and download the Ambience Mall App now for more information on offers, services and upcoming events!



WEDDING WOWS

Accessorise right for D-Day

What: Wedding accessories and favours from Pirohi by NB

What's interesting: Pirohi By NB is a luxury brand for embroidered wedding accessories and favours. It is also the original maker and creator of trendy chooda covers i.e. the customized cloth covers used to hide wedding bangles. Its repertoire of products includes items such as trendy embroidered face masks, dupattas, mehendi cone covers, and embroidered pocket squares. The best

part of Pirohi products is how you can customise them by adding your own motifs, hashtags, wedding logo, etc. Pirohi partners with local artisans to create unique luxurious designs with classic embroidery techniques. It was founded in 2019 by a mother-daughter duo with the intention of creating employment for local artists and embroiderers.

Price: On request
Available via @pirohi.by.nb on Instagram

BEJEWELLED BEDAZZLE

Have a look at these everyday jewellery pieces

What: Krita House of Jewels (KHOJ)

What's interesting: The brand was started with the aim to offer elegantly-crafted jewellery as an alternative to high-priced jewellery for everyday wear, festivities, gifting, occasions and destination celebrations. The collections are in 92.5 sterling silver metal blended with Swarovski zirconia stones, carefully designed with intricate patterns. Tradition with a hint of trendiness brings out the flavours of timelessness in each piece. KHOJ offers products ranging from exquisite rings and enchanting earrings to elegant pendant sets and



exhilarating watch charms.

Price: On request

Available via @kritahoj on Instagram

CHIC SLUMBER

PYJAMA SETS FOR COMFORT AND STYLE



What: Mommy and Me range by Adorenite

What's interesting: Founded in 2017, Adorenite is a brand that allows a woman to be the purest version of herself – relaxed, carefree, and confident. Its design DNA lies in super-soft pyjama sets that take you from couch to coffee and beyond in absolute style. With versatility at their core, the designs are modern yet timeless, tailored with precision to ensure you feel a relaxed, effortless energy. The charming pyjama sets are not just for the chic Indian woman, but also for their chic little ones. Taking the collection up a notch is the newly-launched line of Mommy and Me sets – a range splashed in delightful prints and fresh colours, tailored in the lushest of fabrics for moms and kids to make heart-warming memories.

Price: ₹999 to ₹2699

Available at: adorenite.com

- Compiled by Ravina M Sachdev

Shine On!

For more than a decade, **JOITA SEN**, the Director and Head of Designs and Marketing, Senco Gold and Diamonds, has used her expertise and experience to inspire through jewellery. She shares her plans for the Bengali New Year this year with **Aparupa Mazumder**

For over 13 years, Joita Sen has been working with Senco Gold and Diamonds in Kolkata, which has now spread its wings across West Bengal with over a hundred shops. "I have been blessed with an extremely supportive family; they have been motivating me throughout," said Sen, who believes that women from all walks of life embody empowerment and that, when you have strong women in your life who support you and your journey, you can accomplish anything. "The women in my life have provided unconditional support. Without the support of my mother, my sister, my mother-in-law, and my grandmother-in-law, I wouldn't be where I am today," she added.

Sen said that her responsibilities doubled after the outbreak of the pandemic. However, the pandemic helped people look at gold in a very different way. While the lockdown has affected the whole world at large, the scenario was a tad bit different for brands such as Senco Gold and Diamonds. The pandemic forced people to cut down on wedding expenditures, and people hosted small weddings with limited gatherings. They had invested the money in gold, which gives a great return



WHEN YOU HAVE STRONG WOMEN
TO SUPPORT, **YOU CAN ACCOMPLISH**
ANYTHING YOU WANT IN LIFE

on investment. The Senco shops even took to technology and helped shoppers with a virtual experience. She believes that people who adapt the fastest are the ones who can stay afloat.

As Bengal gears up for

Nobo Borsho, or the Bengali New Year, which is around the corner, the brand is showcasing a new range of bangles. "An Ode to your Hands: Haan hum churiyan pehente hai! is our theme for the year and these beautiful

bangles that are showcased at the store resemble empowerment. They are available in gold, diamond and platinum." She concludes by saying that perseverance and the ability to move forward through the rough phases are the keys to achieve one's goal. "If you dream for something, then be prepared for the challenges that you face on the way. This is what life is all about."



Savour Cantonese Fare at Royal China

The restaurant has introduced mouth-watering weekday Cantonese lunch menus with an array of signature dishes to woo patrons who truly value the experience of authentic Chinese cuisine

Name: Royal China, Kolkata

Location: Forum Courtyard, Elgin Road, Kolkata; 00-91-33-4008-2121/ 9292, 00-91-8420085555

What we ate: Keeping in mind constantly evolving and emerging tastes from around the world, Royal China, Kolkata, endeavours to showcase Cantonese cuisine in its entirety. The restaurant offers three special lunch menus, namely the Executive Lunch menu serving a sumptuous five-course meal, the Kitty Lunch menu (a

choice of a soup, three appetisers, three mains, one rice bowl, one noodle and a dessert) to please the appetite of the ladies who lunch, and the Unlimited Dim Sum menu offering piping-hot

dim sums along with soup and a main course.

The table featured classic Cantonese dishes like the Royal sweet corn soup, the hot and spicy vegetable spring rolls, turnip cakes with burnt

garlic, lotus root with chilli honey tossed with spicy coulis, and stir-fried mixed veggies. For the main course, we feasted on pan-fried vegetable gyozas, vegetable coriander soup, and fried rice. A melt-in-the-mouth chocolate mud cake served after the meal scripted a happy ending!

Timings: 12:15pm – 3pm; Monday to Friday

Price points: Executive Lunch: Rs 995 pp + tax (minimum two people); Unlimited Dim Sum: ₹995 pp + tax (minimum two people). **F**



FOR A *HEALTHY LIVING*

MEET THE DIETITIAN **BROTATI KARMOKAR** WITH OVER A DECADE EXPERIENCE IN THE FIELD OF FOOD AND NUTRITION WHO SHEDS LIGHT ON EATING RIGHT.

A pioneer in dieting and food with 14 years of experience, Brotati Karmokar pursued M.Sc in Food and nutrition from Calcutta University. Currently Karmokar is practising online and offline as well. "Many of my clients did achieve their goal of weight loss in spite of their other complications such as PCOD, PCOS, hypertension, uric acid, thyroid, etc" says the expert who added that they are enjoying a healthy and a fit lifestyle with making few changes in their diet.

There is a common myth that crash diets and keto diet helps in losing weight faster. She feels that Instead of making drastic changes that lead to drastic results, think about small changes you can make to your diet. "The dark truth about these diets is that they come with way too much side effects. These crash diets can damage liver, kidney and possibility of maximum hair falls" says Karmokar who added that people who wish to lose weight and achieve



PEOPLE WHO WISH TO LOSE WEIGHT AND ACHIEVE AN IDEAL BODY WEIGHT, MUST FOLLOW A HEALTHY AND PROPER DIET CHART WHICH IS BASED ON THEIR METABOLIC RATE

EXPERT SAYS,
Regular walk helps in aiding weight loss, controls blood pressure, helps in maintaining the blood cholesterol level. A healthy diet chart with little exercise keeps body fit and healthy. Maintaining a food gap between each meal is very important and the body and mind requires a regular seven to eight hours of sleep. Follow these mantras for a happy mind and a healthy body.

an ideal body weight, must follow a healthy and proper diet chart which is based on their metabolic rate, age, weight and medical complications which is also a calorie-based diet chart which she provides them.

There is a credible number of her clients who have completed their weight loss journey and are enjoying a healthy lifestyle. Karmokar also provides a holistic maintenance diet chart for a post weight loss journey, that keeps one in shape for the future.

FOR FURTHER DETAILS:

Contact: 9007513842

Facebook: Brotati fitness & beauty world.

5 THINGS TO DO IN SHILLONG

There are many reasons to visit Meghalaya, and when you visit, you'll have to spend some quality time in pretty Shillong.



Shillong located in the pine-scented Khasi hills with many waterfalls around the landscape, is ideal to soothe tired minds. You'll be charmed by its old, character-filled buildings, you'll learn about the ways of local tribes in museums and get a glimpse of everyday life in bazaars. Besides, the weather is great right now – roam around in the day, and warm up with a hot cuppa in the evening.

For museums

Visit the Don Bosco Museum of Indigenous Cultures for a lowdown on the rich heritage of the

Northeast. The museum has seven storeys and about 14 galleries, so you may want to opt for the guided tour on offer.

For local flavours

One of Shillong's must-visit areas is the bustling marketplace of Lew Duh (or Bara Bazaar). Expect a sensory overload. Khasis, as the locals are called,

are from the surrounding villages converge here to sell their wares. Browse through a wide variety of local produce.

For greenery

Ward's Lake is a favourite among both the locals and the tourists. There's a beautiful garden, boating facilities and a pretty, ornamental bridge.

For waterfalls

Shillong has many waterfalls, all are worth visiting – there's Spread Eagle Falls, Sweet Falls and Elephant Falls. For a pleasant day at the waterfall, we suggest pack a picnic basket and hire a car, and you're bound to have a lovely outing in the lap of nature.

For aerial views

So long as you're not afraid of heights, you'll love the views from Shillong Peak. It's supposedly highest point in the state, with striking views of the countryside – another perfect little picnic spot. **F**

***THE BUSTLING
MARKETPLACE BARA BAZAAR
IS A MUST VISIT. KHASIS,
FROM THE SURROUNDING
VILLAGES CONVERGE HERE
TO SELL THEIR WARES.***

REACHING OUT TO THE STARS

AWARDED BY BOTH HON. PRESIDENT AND HON. VICE PRESIDENT OF INDIA, **DR SOHINI SASTRI'S** ACCURATE PREDICTION SKILLS MADE HER ONE OF THE MOST SUCCESSFUL AND BEST ASTROLOGERS IN INDIA.



DR SOHINI SASTRI PROVIDES HER EXPERTISE IN THE FOLLOWING:
Marriage, relationship, career, education, issues related to property, legal issues, business, health issues, pregnancy, childless issues and concentration issues

Western astrology and is considered as the most accurate system of the present time. She is associated with many national and international astrology societies such as Asian Congress of Astrologers, Associate Member of Astrological Association of Great Britain, American Federation and Australian Astrologer, Life Member of Astrological Research Project Kolkata and Bangiya Astro Medical Research Centre, Golden Member of Dharma Research Centre Chennai. Her guidance to her clients is an amalgamation of analytical data using all her expertise in this field. She excels in many other fields apart from traditional astrology. A devotee of Goddess Kali, she is an expert in issues related to marriage, relationship and career related problems. A certified gemologist, she can guide one to recognize true gemstones and rudraksh. She has supported and helped COVID warriors by providing essentials

A believer in karma, Dr Sohini Sastri encourages her clients in having a positive approach and helps them find a way to cope up with their problems. She believes that everyone is uniquely gifted and understands our own potential to live life to fullest. Single-handedly Sastri has taken a virtual approach to help her clients during the pandemic. Coming from a family of famous personalities with an impressive educational background Sastri has completed Masters and Ph.d in Political Science and D. Litt from National American University, USA. She has won numerous awards from high-ranking government officials and many well-known celebrities.



Being a Times Power Icon and a popular face in many talk shows, she specializes in KP astrology which is based on finer points of Indian and

during the pandemic. She does not restrict herself towards astrology and makes an appreciable effort to help the society.

Glow With Nature's HEALING POWERS

Natural skincare and hair care products for rough weather conditions

What: The Natural Wash's new range in skincare and hair care products

What we love: The Natural Wash offers skin, hair and body care products developed using natural ingredients and herbs such as neem, rose, hibiscus, shikakai, brahmi, almonds, potato, multani mitti and beetroot etc. The new products include an Aloe Vera Gold Gel, a light weight, non-greasy gel that helps to relieve irritated skin from sunburns, rashes and redness while rejuvenating the skin cells and adding radiance; an Ayurvedic Beetroot Lip Balm made with cocoa butter, shea butter, jojoba oil, apricot oil and vitamin-E; a Neem Hand Wash with antibiotic solution that exfoliates dead cells of the skin; and a Black Seed Hair Serum for damaged and tangled frizzy hair, enriched with the goodness of black seed and fenugreek seed.

Available at: thenaturalwash.com



Nothing's Better Than Mama's Touch

New products for your children

What: Mother Sparsh launches a new line of baby products with eco-friendly, organic ingredients

What we love: With a focus on eco-friendly, Ayurvedic and organic ingredients, Mother Sparsh has expanded its line of products in the baby care sector. The new offerings include a plant-powered baby lotion made with organic ingredients such as shea butter, coconut oil and avocado oil; a baby massage oil made with 18 powerful essential oils such as coconut, almond, sesame, avocado and jojoba; and a turmeric balm made with natural ingredients such as turmeric, sarson oil and jaitoon. All these products are free from harmful chemicals and synthetic fragrances.

Available at: mothersparsh.com and other e-commerce platforms



DRESS TO IMPRESS

Make Ugadi and Puthandu memorable with beautiful Indian wear

What: Handcrafted Indian attire from Soch

What we love: Blending tradition and modernity, the kurtas, shararas, dupattas and anarkalis from Soch come in vibrant colours to add charm to the Tamil and Telugu New Year, which is right around the corner. These outfits will help you sparkle.

Available at: www.soch.com



Sustainability in Decor: THE WAY FORWARD

Ethically-sourced and sustainable products are the need of the hour, and **ABHINAYAH SUNDARAMOORTHY**, the co-founder of contemporary home furnishings and decor brand The Yellow Dwelling advocates the same, says **Kayalvizhi Arivalan**



Since childhood, she has loved everything beautiful. Abhinayah Sundaramoorthy's brand The Yellow Dwelling is born of her love for home decor. The store specialises in hand-made linen furnishings for the home using only cotton certified by the Better Cotton Initiative, which emphasises better cotton-producing practices. Each of the products is made with 100% natural fibres and handcrafted in India. "My journey began in early 2017, shortly after we moved into our new home," Sundaramoorthy tells us.

COTTON PRODUCED IN INDIA IS AMONG THE HIGHEST QUALITY COTTON IN THE WORLD BUT, LIKE SO MUCH ELSE, THE BEST IS SENT AWAY TO BE EXPORTED RATHER THAN KEPT IN THE COUNTRY FOR LOCAL CONSUMPTION.

"While searching the market for affordable and contemporary furnishings, we found only synthetic and polyester options. Being an ardent advocate of sustainability, I dreamed of bringing an affordable, natural and aesthetic line of furnishings to the market." Sundaramoorthy exhibited her very first collections in one of the large, open-ground fairs in Bangalore known for homegrown brands; she managed it all with an initial investment of ₹12,500. In the next few months, Sundaramoorthy and her husband Nandakumar started working with weavers, designing their own patterns, understanding the gaps in the market, and fulfilling their dream of bringing the best of cotton and natural fibres into the home furnishings space at reasonable prices. Currently, they have two stores in Bangalore that ship products across the globe.

"Cotton produced in India is among the highest quality cotton in the world but, like so much else, the best is sent away to be exported rather than kept in the country for local consumption," reveals Sundaramoorthy, who aims at changing the scenario. She wants to make premium quality cotton affordable to Indians. "Pre-shrunk, sustainable cotton, ethically sourced and designed using natural colours safe even for babies is what we sell today from our very own manufacturing unit; we want to create awareness about types of linen, quality produce and fabrics of India," adds Sundaramoorthy, who wants The Yellow Dwelling to be recognised as a national level brand in the natural and contemporary home furnishings and décor space.



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BEENA KANNAN, INDIA'S FIRST LUXURY SILK COUTURE

With over four decades in the fashion industry, **Beena Kannan's** vision came true with her very own label which is also the country's very first luxury haute couture in silk

The magical touch behind the designs of Seematti sarees, Beena Kannan unveiled India's first flagship luxury fashion store in Ernakulam. The collections added a modern twist to the traditional Indian silk, becoming the talk of the town

ever since its launch. Being the custodian of the brand 'Seematti', Beena Kannan has been contributing towards preserving and promoting Indian weaves for over four decades.

The brand offers a wide range of collections which includes apparels and accessories as the designer

aims in showcasing the rich heritage of Indian culture to the world in silk weaving.

The launch event witnessed 21 top models, styled in Beena Kannan designer masterpieces who graced the runway. Kannan also launched India's first flagship luxury fashion museum which spread across

17,500 square feet. The store-museum brings different art forms from the world all under one roof. The store houses five leading art forms fused with authentic Indian silk resulting in an exceptional collection which is a fit for all generations. Beena Kannan, with her exquisite collection, is reviving ancient art forms



**THE LAUNCH HAS BEEN
A SUCCESS AND WE AT
BEENA KANNAN ARE
OVERWHELMED WITH THE
LOVE AND APPRECIATION
RECEIVED SO FAR.**

such as Chettinad, Mughal, Byzantine and Jamawar. Every outfit in the store has a story behind it, leaving the visitors with a unique perspective towards fashion and its evolution. Beena Kannan's theme Theodora is a tribute to the byzantine empress who was one of the first women in history to recognize the rights of women. With this ode she brings fashion from the past to the future.

"I am thrilled to introduce my signature brand, inspired by ancient art and fused with my love for silk. Beena Kannan for me is an experiential brand and a definition of modern art. Each attire is designed to create an impactful fashion statement and be an empirical journey for all", says Beena Kannan at the launch of this legacy brand. She added that she looks forward to bringing the Beena Kannan brand to the entire world. "The launch has been a success

and we at Beena Kannan are overwhelmed with the love and appreciation received so far. There's a lot in store for all, quite literally, and we await with pleasure to take you all through every design, every art and every piece at our fashion museum at Kochi", says an ecstatic Beena Kannan.

The label Beena Kannan is an innovative and unique experiment in the field of weaving. The entry to the store in Ernakulam is by prior appointment and invite only. The connoisseurs of fashion will get an opportunity to witness Beena Kannan's designs from up-close. A visit to this luxury destination is a must for any fashion lover to get inspired by the uniqueness of each crafted designs in silk.

For more details
www.beenakannan.com
Contact: 8606969120
Mail: hello@beenakannan.com **F**



ALL YOU NEED TO KNOW ABOUT THE COVID SHOT

India kick-started its fight against the Corona virus with the **COVID-19** vaccination drive on January 16 this year. Many still have their doubts and fears about the COVID shot. **Kayalvizhi Arivalan** speaks to experts about some of the common myths and misconceptions regarding the vaccine.

FIT INTO YOUR DREAM DRESS!!



Isn't it disheartening when you eat right and exercise regularly, but still have specific areas you can't get the fat to disappear from? No matter how hard you try, it doesn't seem to make any difference. How many miles you walk or run, or sit-ups you do, you're left with pockets of stubborn fat that just won't budge..

It's so frustrating to be trying your best, may be even losing weight overall, but one look in the mirror shows you still have that lower belly pooch, muffin top or annoying saddlebags on your outer thighs. The good news is, there's a solution that will work. It will remove those fat cells forever without another leg lift or ab crunch needed!



WHAT IS LIPOSUCTION?

It is a procedure that removes extra fat from the body, but you need to remember it isn't a weight loss treatment.

COMMON AREAS WHERE LIPOSUCTION CAN BE DONE?

Thighs, hips, buttocks, abdomen, arms, neck, or back.

- 🕒 Day care procedure (3-4 hours procedure)
- 😌 Minimal Pain
- 😊 Permanent results
- 🏆 No diet, No exercise
- 😊 Permanent Shape
- 📅 Results in 2 weeks approximately

BENEFITS:

- ➔ Long-lasting results.
- ➔ Enhances physical appearance
- ➔ Boost in self-esteem.

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Last year, the question was 'When will the vaccine be launched against the corona virus?'. Since the vaccine was made available for the public usage, the question has been about the safety and effectiveness of the launched vaccines. There are many doubts and fears regarding the vaccine, which have resulted in a delay in people getting vaccinated. "We need to ensure that all the front-line workers, elderly people (above the age of 60) and those above age 45 with co-morbidities take the vaccination," says Dr. Vikas Maurya, Director and Head of the Department of Pulmonology, Fortis Hospital Shalimar Bagh.

COVAXIN and COVISHIELD are approved for people aged 18 and above. Just like with any other

vaccine or drug, some people might develop a mild fever or a runny nose that can be managed with paracetamol, says Dr. Shreevidya Venkatraman, Senior Consultant, Internal medicine, MGM Healthcare. "Food and drug allergy has nothing to do with vaccine allergy. Any type of hypersensitivity reaction, including a rash, breathing difficulty or swelling, can be dangerous. I have not personally witnessed anyone showing these reactions post the administration of the vaccine," she says.

Experts feel that the risk or the fear of developing an allergy should not stop people from taking the vaccine. The COVID infection is much worse than any type of post vaccination symptoms.

Dr. Venkatraman says children less than 18 years, pregnant women and

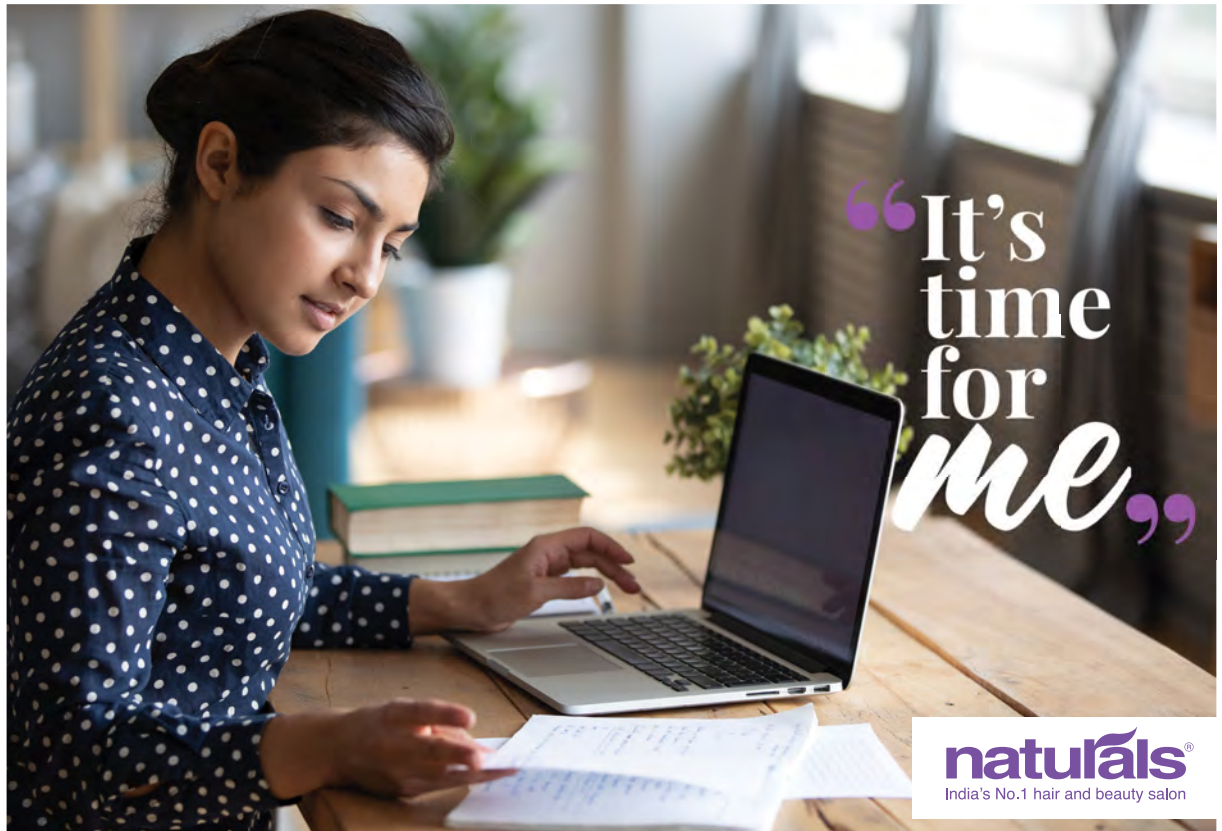
THESE VACCINES ARE NOT TESTED ON PREGNANT WOMEN, SO WE DON'T KNOW THE SAFETY PARAMETERS.

people who are acutely ill (undergoing chemotherapy) cannot take the vaccine. She adds that patients undergoing dialysis treatment can take the vaccine. "These vaccines are not tested on pregnant women, so we don't know the safety parameters. The vaccines are in the market because they are tested and safe." Trials for children in the age group 12 to 18 are underway. Newborn and toddlers are not vulnerable and do not come under the risk zone.

When asked about the reactions post vaccination, Dr. Venkatraman said one might develop fever or

body pain. She advises, "If you feel the fever is high, take a paracetamol. No routine medications need to be stopped. Don't drink alcohol. Travel and going into public gatherings are not advisable

." She cautions that the vaccine will not stop the transmission of the virus; it just reduces the intensity of the disease. Even after the second dose, it is better to cut down on unnecessary travel, and practise safe and social distancing. "Vaccination is important; please take whichever vaccine is available," concludes Dr. Venkatraman. **F**



IT'S TIME FOR ME BY NATURALS

Naturals Salon has grown to become a trustworthy brand that offers quality salon and spa service at affordable costs

Naturals Salon and Spa, established in 2000, is one of India's leading hair and beauty salon brands providing various services ranging from skincare, hair care and bridal services. When Naturals made its first steps into the industry, it was in extremes; five-star salons with exorbitant prices and neighbourhood salons with poor service quality and unhygienic standards. Naturals

sought to, and has successfully, revolutionized this industry by bringing world-class services with premium quality and hygienic practices while centering its entire line of services around affordability.

Today, women empowerment is at the heart of the brand, with 650+ salons across the nation, with over 440 owned & run by women. Naturals strives to be a role model in the field of women empowerment by creating hundreds of women

entrepreneurs and thousands of jobs for women. Naturals has taken a step further by launching an initiative to celebrate women. Women are often unsung heroes and their contributions go unnoticed, either at their home or workplace. Naturals wants to change that and celebrate the role played by every woman in society.

The "It's time for me" campaign is the culmination of that very same thought

process. The campaign aims to celebrate the women in our lives for their enormous contributions to their families and society. Through this campaign, Naturals would like to acknowledge the role of women and lay emphasis on the importance of giving a pat on their backs as they continue to make this place a better place.

Naturals offers all the readers a chance to jump in on the campaign. Lets get ready to take over the world. Join Naturals in celebrating women by sending Naturals your stories, on Facebook or Instagram, with the hashtag Itstimeforme and tag Naturals to get a chance to be featured on the campaign.

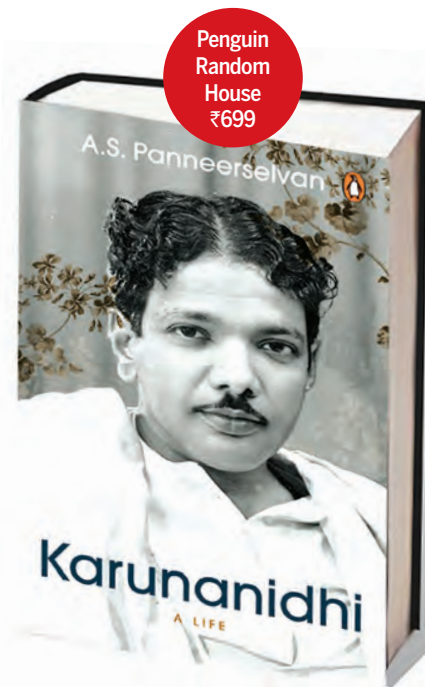
For more details:

www.naturals.in

@naturalsalon

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KARUNANIDHI: A LIFE by Chitra Banerjee Divakaruni



His is a name that became a metaphor for modern Tamil Nadu, where language, empowerment, self-respect, art, literary forms and films coalesced to lend a unique vibrancy to politics. Writer, politician and social reformer Muthuvel Karunanidhi is among the most important political leaders India has ever seen. He was the chief minister of Tamil Nadu for five terms, and the leader of the Dravida Munnetra Kazhagam for over five decades. On the political stage, his charisma and acerbic wit defined the rhetoric of Tamil Nadu. He was

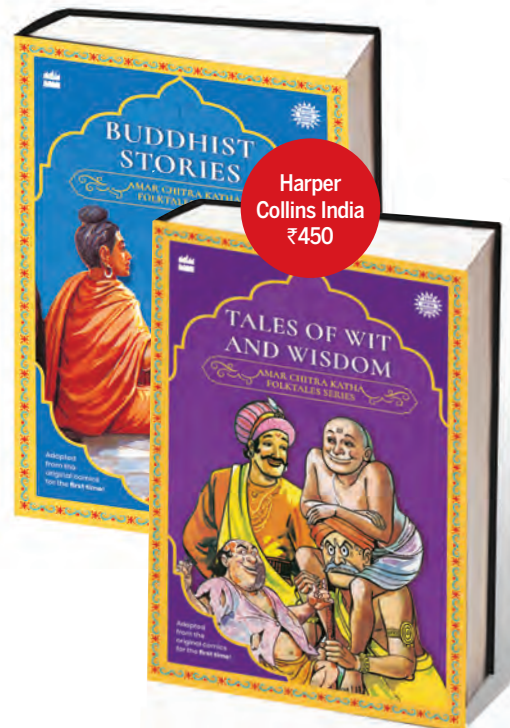
multifaceted, and yet he seemed to be unknowable at times. The life and struggle of M. Karunanidhi is brought alive in colourful pictures from the archives. In *Karunanidhi: A Life*, A.S. Panneerselvan delivers the story of a man who was born and raised in deprivation, who suffered hardships and stigma because of both his caste and class, but who “through sheer imagination, articulation, hard work and a zest for life transformed himself into a statesman and renegotiated power for millions and secured self-respect for them.”

RECOMMENDED reads

AMAR CHITRA KATHA FOLKTALES SERIES

Amar Chitra Katha has been a household name for generations of Indians. It has been retelling the stories of India for decades. The folktale series is the official adaptation of the original Amar Chitra Katha comics. These are the folktales that are part of the great collective inheritance from our past generations. This series of three books, meticulously put together by the writers at Amar Chitra Katha, brings together some of the greatest folktales in the ACK catalogue. The collection is a mix of stories filled with the wisdom,

joy and simplicity that make the tales of the Buddha so popular the world over, stories of the witty Birbal from Akbar’s court, Tenali Raman from Krishnadeva Raya’s Vijaynagar Empire, and Gopal Bhand from Raja Krishna Chandra Roy’s court in Bengal, a collection of hilarious stories that will have you in stitches and give you hours of rib-tickling fun! With colourful art coupled with the style of simple storytelling, the iconic Amar Chitra Katha comic books have etched themselves in the minds of readers, young and old. **F**





Ultrathin Panty Liners

All Day Fresh



For Non Period Days



Ultrathin Breathable Panty Liners with 100% cotton top sheet for extreme feeling of softness

Available in Normal and Extra long

MEET THE FIRST INDIAN FENCER TO QUALIFY FOR THE OLYMPICS

History was scripted when **CA Bhavani Devi** qualified for the Tokyo Olympics 2021. She is the first Indian fencer to have achieved the feat. **Kayalvizhi Arivalan** caught up with the golden girl about her preparations amid the pandemic



It started as a humble beginning in school when Bhavani Devi was enthusiastic about taking up a sport. After her classmates chose various other sporting activities, Devi was left with just fencing. Her journey began there. With a career filled with a lot of ups and downs, she has made every Indian proud with her brilliance in fencing.

Life was never easy for this Chennai girl, as she started training with bamboo sticks and began saving a little from each competition in which she took part, with which she managed to get her equipment. Fencing was then still an unknown sport in India, but Devi was never questioned by her parents about her choice of sport.

At the age of 14, she participated in her first international tournament in Turkey. She bagged a bronze medal at the 2009 Commonwealth Championship held in Malaysia and then at the 2010 Asian Championship in the Philippines. She also won the bronze at the 2010 International Open hosted in Thailand. Her list



AS SHE STARTED TRAINING WITH BAMBOO STICKS AND BEGAN SAVING A LITTLE FROM EACH COMPETITION IN WHICH SHE TOOK PART, WITH WHICH SHE MANAGED TO GET HER EQUIPMENT.

of achievements does not end there; she won the 2010 Cadet Asian Championship in the Philippines, followed by the 2015 under-23 Asian Championship in Mongolia and the 2015 Flemish Open. In 2014, she became the first Indian to ever win a silver medal in the Asia Championship. She has bagged two gold medals, in the 2012 Commonwealth Championships and in the 2014 Tuscany Cup. She is also the first Indian to have ever won a gold medal at the senior Commonwealth

Fencing Championship in Canberra.

Irrespective of her achievements in fencing, the sport has not been a favourite among the masses. Right from finding sponsors and trainers, Devi has faced a lot of hardships. "I was pushing myself very hard; I simply knew that I wanted to make it to the Olympics, even if I was not equipped enough," she added. After failing to qualify for the 2016 Rio Olympics, she was focused and determined to never look back. "The more pressure I put on myself,



the more it backfired." She practised harder before the Tokyo Olympics selection and trained in the most efficient way. She got financial support from the GoSports Foundation and the Tamil Nadu government.

The pandemic had its impact on sporting events and personalities. To safeguard the health of athletes and others involved, most major sporting events at international, regional and national levels were cancelled or postponed. Devi did face challenges initially while adapting to the new normal and training during the pandemic. Since fencing requires a partner and an open field to practise, the lockdown was pretty taxing.

She added, "I used a dummy partner for a short while, just to satisfy myself, and my coach trained me via online platforms like Zoom meetings," said Devi who also had positives to take from the lockdown. She said that her family were thrilled to have her around for the longest time ever since she started travelling for her sport.

"It was not difficult just for me, but for the rest of the world too. The thought that we were all in it together kept me going," she added. On an ending note, she stated that even though fencing has not got its due, there are a lot of new ventures that are in the pipeline for the development of the sport in India. **F**

DYNAMIC DAMSEL

Engineer-turned-model opens up about her childhood, journey and the nitty-gritty of modelling.

RASHMI SHINDE

Born in Pune and raised in a small town called Shirampur, Rashmi Shinde is a rising star in the modelling industry. Growing up, she wanted to become just about everything from an athlete and a physicist to a model. “I never imagined myself doing just one thing in the future, never saw myself as someone who would be content by choosing one specific career path. I didn’t know how I was going to do it all, but I was hopeful that I’d be able to figure it out,” she shares.

She eventually grew up and completed her BTech in textile technology from VJTI, Mumbai, and then switched to the field of modelling. Modelling for her happened mainly because her mother was quite fond of the industry. “It was her support and persistence that gave me enough confidence to pursue it,” she says, crediting her mother. She started with a fashion show during a national level inter-collegiate fest called Vastra, and then went on to be a part of Femina Miss Stylista, West 2020 where she won one of the sub-contests, Studio Aesthetique Stylista.

She enjoys her work and loves the impact it can create. “It gives you a platform to showcase your inner self,” she avers. She adds that modelling isn’t



“IT’S THE TOTAL COMBINATION OF THE WAY YOU DRESS, TALK, MOVE YOUR BODY, OR DO ANYTHING.”

just about looking good in front of the camera; “there’s much more to it than just fashionable outfits, or glamour. It’s the total combination of the way you dress, talk, move your body, or do anything for that

matter,” she states. She also counts herself incredibly blessed to receive love and support from her friends and family.

Talking about her lifestyle and eating habits, Shinde shares that since her parents

are doctors, they have always stressed the importance of a healthy diet. “I’ve always been big on a good diet, so not much has changed ever since I became a model,” she says. However, like every other person, she too has her cheat days and likes to indulge in pizza, her weakness. However, she’s quick to point out that balance is the key to



everything. “For example, a great way to consume fewer calories when eating out is to try and eat more protein as this will not harm you too much,” she advises.

She also shares with us that she dislikes working out and enjoys participating in physical activities instead. “That’s how I stay fit as working out has never been my thing. I mostly play basketball and do Zumba to maintain fitness,” she shares with us. **F**

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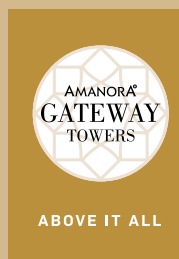
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