

JUNE 2021

A Times of India publication

# FEMINA

www.femina.in

PUNE, AURANGABAD AND  
NAGPUR SPECIAL  
FREE WITH MAIN ISSUE

*Be  
unstoppable*

The new  
innings of  
the fashion  
industry

FROM  
SUMMER TO  
MONSOON  
Adapt your  
beauty  
rituals

KIRAN  
MAZUMDAR  
SHAW  
THE FIRST  
LADY OF  
BUSINESS

FROM  
SCREEN TO  
KITCHEN  
RECREATE  
DELISH  
DISHES

TECH  
OUT  
the new  
norm

Here's how digitisation has  
changed everything around us





*Be Healthy, Be Energetic..!*

**CHOOSE YOUR FAVORITE HERBAL TEA  
FROM 37 FLAVORS .**





**BUY ONLINE @ [www.buychai.in](http://www.buychai.in)**

ALL NEW COLLECTION OF  
**HERBAL TEA'S**

*From the house of Maharashtra Tea.*



  /buychai.in

# THE MILKY WAY

Organic dairy products from **Bangdiwala Unitree's Cow Cart** are the perfect choice for one and all.



Jitendra Bihani



Shraddha Bihani

If one was to talk about a brand that succeeded despite the obstacles it faced, then the century-old Bangdiwala Unitree is the perfect example. They repeatedly faced trials and tribulations which could throw any business under the bus and yet has managed to not just survive but thrive. Their recent venture, Cow Cart, began in 2017 with the aim to provide premium A2 milk to build healthy generations for decades to come. Their belief that while the current generation has several options for food to choose from, they lack options that are nutritious, organic and immunity-boosting also aided in the company's conceptualisation.

## HAPPINESS IS THE MOO POINT

"Our forefathers used to say that happy cows yield healthier milk and today even research agrees with that," said Jitendra Bihani, owner of the Bangdiwala Group. Thus, the Gir cows are kept in a safe and spiritually uplifting environment to help with the same. The farm is well-equipped with advanced machines that are required for the hygienic maintenance, pasteurisation and packaging of their milk and dairy products. With all these factors combined, the farm is able to pack 50,000 litres of milk every day in their Ahmednagar-based plant.

"The farm is situated in Wadala in Maharashtra. It has also helped in generating several employment opportunities in the village. The new-borns are well-nourished. Imagine being surrounded by 200 joyful cows and their calves running around in a wide green patch. Cow Cart delivers that feeling," he further comments on the environment they maintain on the farm.

## BENEFITS OF CONSUMING ORGANIC MILK

Organic food has been gaining

prominence for a few years now, even more so with the pandemic hitting. People are consciously choosing organic food over regular for they have fewer pesticides and heavy metals, not injected with synthetic hormones and have an increased percentage of healthy fats. Several dieticians also recommend that people who have higher health risks such as women, young children, the elderly and people suffering from allergies may be most benefitted from consuming organic foods.

Milk and dairy products such as ghee are a staple in every Indian household. Ensuring that one uses organic dairy products such as those from Cow Cart ensure that your immunity is not compromised due to adulterations and harmful fats.

"Gir cow's ghee improves digestion and fights bad cholesterol. It is full of fat-soluble vitamins and helps in building immunity. Since this ghee has a high boiling point, it is the best option for people who like fried food. Interestingly, Cow Cart ghee is used in corporate gifts too! Other cooking oils generate toxic fumes when heated at a high temperature. It has anti-ageing properties, is said to treat insomnia and so much more," he added on the reason behind specifically choosing only Gir cows for their farm. Their large base of customers itself speaks for the quality of products that Cow Cart offers. The customers have seen results such as glowing skin and decline in joint pain first hand and went on to

recommend their products to people they know.

## LEADING THE WAY

Jitendra Bihani showcases remarkable entrepreneurship skills with the way he has been managing Bangdiwala Unitree and Cow Cart. His dedication and willingness to adapt has helped the company stand firm even through this pandemic. He says, "The top three skills needed to be a successful entrepreneur are communication, agility and delegation. Good communication makes employees feel appreciated and customers feel respected. The pandemic was a change that came unexpectedly, those who were agile and responded strategically sailed through. Rigidity sank ships. Delegation is the third skill. It is not just important to be trustworthy but also to learn how to trust your team. Micro-management can push great talent away and consume us in tasks which don't need our assistance."

Cow Cart currently delivers milk in Ahmednagar, Aurangabad, Pune and Nasik. All the other products are available through distributors in Ahmednagar, Aurangabad, Pune and Mumbai in Maharashtra, as also in Madhya Pradesh and Chhattisgarh. An online store is also available to place orders for their other wide variety of products such as ghee, dhoop, agarbatti, marham, these are delivered pan-India.

**Contact number: 9613203040**







# FOREWORD

Technology is everywhere. It is an integral part of our lives, especially in this post-pandemic world. Whether it's something as basic as buying groceries to something crucial like consulting a doctor, the tech involved is what has helped us keep up with the changing times. From healthcare to e-commerce, to working and studying on a digital platform, we have undergone a massive turnover in how we operate. In the *Big Story* this month, we look at how digitisation has changed how we live. Our *Fashion* and

WHETHER IT'S  
SOMETHING AS BASIC  
AS BUYING GROCERIES  
TO SOMETHING  
CRUCIAL LIKE  
CONSULTING A DOCTOR,  
THE TECH INVOLVED  
IS WHAT HAS HELPED  
US KEEP UP WITH THE  
CHANGING TIMES.

*Beauty* pages also have some insight into how technology and digitisation have affected the two industries and morphed how they work. Flip through the pages to know more.

This month, the super-achiever on our cover – Kiran Mazumdar Shaw – is India's richest self-made woman and first female brewmaster. She heads the country's first mammoth biopharmaceuticals company—Biocon Limited. With vision, grit, passion and the willingness to take risks, she is driving science and taking the youth of the country ahead with her. Head to the *Cover Story* and find out more about this dynamic leader.

So, sit back with a hot cuppa, enjoying the rains, as you go through this latest issue of Femina Pune-Aurangabad-Nagpur.

A.M

**AMBIKA MUTTOO**



@MissMutttoo



@missmuttoo

**FEMINA**

WORLDWIDE MEDIA PVT.LTD

CHIEF EXECUTIVE OFFICER  
DEEPAK LAMBA

EDITOR  
AMBIKA MUTTOO  
MANAGING EDITOR  
PRIMROSE MONTEIRO-D'SOUZA  
PRODUCTION EDITOR  
SHRADDHA KAMDAR  
FEATURES EDITOR  
RADHIKA SATHE-PATWARDHAN

DESIGN DIRECTOR  
BENDI VISHAN  
DEPUTY ART DIRECTOR  
RENU SHARMA TEWARY

EDITORIAL COORDINATOR  
LOUISA MENEZES

BRAND SOLUTIONS  
SALES HEAD  
SUNITA QUADROS  
WEST VICE PRESIDENT BRAND SOLUTIONS,  
BUSINESS HEAD - FEMINA SALON & SPA  
GAUTAM CHOPRA  
BRAND SOLUTIONS, PUNE  
ADITI SHRIVASTAVA

ASSISTANT VICE PRESIDENT,  
DIGITAL REVENUE AND MARKETING  
PRIYADARSHI BANERJEE

BRAND MANAGER  
CHANDNI CHOPRA

PUBLISHER  
SUNIL WUTHOO  
HEAD HUMAN RESOURCES  
MEGHNA PUTHAWALA  
VICE PRESIDENT-CONTENT STUDIO  
VIDYUT PATRA

MANAGER, MARKETING  
ASHA KULKARNI  
asha.kulkarni@wwm.co.in

SUBSCRIPTIONS MANAGER  
SAKSHI KATE

MAIL: subscriptions.wwm@wwm.co.in  
CALL: 18001210005  
SMS: FFSUB TO 58888;  
ONLINE: mags.timesgroup.com

Printed and published by Sunil Wuthoo for and on behalf of owners  
Worldwide Media Pvt Ltd,  
The Times of India Building,  
Dr DN Road, Fort, Mumbai 400 001

Printed at JRD Printpack Pvt Ltd,  
Manikchand House,  
100/101, D Kennedy Road, Pune 411 001, India.





# DESIGNING SMILES

SHE IS MAKING A DIFFERENCE TO HOW PEOPLE FEEL ABOUT THEMSELVES BY GIVING THEM SOMETHING TO SMILE ABOUT... AESTHETIC TEETH! MEET **DR TARVIN KAUR**, OWNER OF **NEW AGE DENTAL CARE**.

With BDS from Bharati Vidyapeeth Dental College and Hospital, Pune and DMD from Boston University, USA, Dr Tarvin Kaur comes with over 18 years of experience in dentistry in US and India. After practicing in Boston for seven years, she relocated and started New Age Dental Care in Camp, Pune. While starting off as a general dentist, she gravitated towards cosmetic/ aesthetic dentistry. "I loved the way I could make such a big difference in someone's life. It boosted their confidence, and they changed the way they dressed, spoke and smiled without having to hide their teeth.... Some felt better about themselves and some even acquired better jobs... All with just a change of their smile!" she tells.

## THE HARBINGER OF SMILES

A believer in being the best in whatever she undertakes, she trained herself professionally in Aesthetic Dentistry and also "digital smile designing (DSD) which is the future of dentistry. Digital dentistry allows us to design the smile to match the person's face and personality." Showing the patients how they will look before the treatment helps them understand the change; "we even do a test drive in the patient's mouth so they could get a visual feel of the smile makeover". Her work has been lauded by all and she was awarded Aesthetic Practice Of The Year 2021 by the prestigious Famdent Dental Awards. Her practise got the number one rank in the Times Health Survey of Hospitals And Clinics 2021.

She named her clinic, New Age Dental Care to exemplify the way they practice there – keeping up with all the advancements in the field of dentistry. From laser tooth whitening to clear aligners, digital scanner to dental implants, they offer a myriad range of services and treatments. So, for any and all dental care needs, all one needs to do is take an appointment with Dr Kaur! And if stepping out is something you're wary about, don't be. New Age Dental Care takes all safety precautions and ensures that the clinic is sterilized and aired between appointments.

## TEACHING THE NEW GEN

"I remember my time when I graduated from dental school and was directionless. College dentistry differs from clinical dentistry," she recalls. So after undergoing the learning and practicing clinical dentistry – and excelling in it – she decided to share her knowledge with the dental students and recent dental graduates to train them in clinical dentistry so they can practice good ethical dentistry and get better jobs. Thus, Dr Kaur's Academy was founded. It offers extensive training in general clinical dentistry and patient management. "Mentorship is very important in the growth of a person. I felt I could make a difference in guiding these new dentists so they can become good competent dentists in future," she notes.

"Learn, share and grow is my motto. I want to continue practicing advanced dentistry to provide the best to my patients and share it with my fellow young colleagues through my academy," she signs off with a smile.

Address New age dental care  
Shastri apartments, Office no 144, 2nd floor  
Opps SGS Mall, Camp , Pune  
Contact details: 02026114651/51 , +91 744-7755121

# FEMINA CONTENTS

## 10 THE BIG STORY DIGITISING OUR WAY AHEAD

Here's how the pandemic, digitisation and technology have together impacted our lives

### Digital Health & Medical Technologies



## COVER STORY

### 18 SHE CAME, SHE SAW, SHE CONQUERED

Kiran Mazumdar Shaw advises every woman to take up leadership opportunities, and learn on the job.

## ALL ABOUT YOU

### 22 Money

#### MONEY MATTERS

Exchange Traded Funds have quite a few benefits, which is why you should consider investing in them

### 24 Life

#### WHAT'S REEL AND WHAT'S REAL?

The aesthetics that we mindlessly consume and scroll through every day can create an adverse impact on our lives.

## FASHION

### 26 Trend metre

#### HAVE A SNOOZE-FREE SLEEP

Your sleepwear may be responsible for you not getting enough sleep.

### 28 Feature

#### FASHION'S BIG RESET

From virtual fashion shows to digital marketplace, here's what fashion in the COVID-19 era really looks like.

## BEAUTY

### 30 Feature

#### SOCIAL-LY WISE

What does it take to become a successful beauty influencer?

### 31 Blast

#### CARE FOR A RAINY DAY

Here are some home remedies to make your skin and hair glow this monsoon.



## ON THE COVER

COVER GIRL: KIRAN MAZUMDAR SHAW;  
PHOTOGRAPHS BY ANKIT SHARMA; HAIR  
& MAKEUP: JEAN-CLAUDE BIGUINE, INDIA;  
LOCATION COURTESY: TAJ PRESIDENT, MUMBAI;  
STYLIST: PRACHITI PARAKH; INTERNS: ADVITA  
NVNEETH, SAACHI SUVARNA, JUELEE CHAVAN;  
SENIOR CREATIVE DIRECTOR: MEETESH TANEJA  
OLIVE GREEN DRESS, RS2,896, FABLE STREET;  
ACCESSORIES, HER OWN

## REALITY

### 33 Interview

#### FUTURE CALLING

Machine learning is going to be amongst the biggest game changers in future, says Vaishali Kasture of AWS



## LIVING

### 35 Food

#### FROM VIRTUAL TO PLATE

Three chefs recreate some not-so-easy-to-make dishes in ways that all can follow easily

## IN EVERY ISSUE

04 Edit note

06 In box

# CREATING SPACE THAT MATTERS

It's not news to us that interior decoration matters. From unusual yet captivating furniture pieces to intriguing wall hangings and embellishments... they leave an indelible mark on the consumers. To achieve this style, all you need to do is follow the works of **Kirti Gangani**

**B**ased in Pune, Gangani completed her graduation from the Cummins BNCA College, which encouraged her to use her creativity as a tool to etch a place in society. As the daughter of the real estate tycoon Kanti Gangani, she had the liberty to pursue her dreams. This twenty-four-year-old sought solace and passion in designing beautiful homes. She's a stellar interior designer who foresees her clients' homes, the moment she steps on site. Her staunch dedication, profound vision, and perception are what transform a client's house into a home.

## MATTER OF STYLE

Kirti Gangani's aesthetic, ranging from luxurious



Kirti Gangani

**“MATTER OF SPACE IS NOT ONLY ABOUT OUR FANTASTIC DESIGNS AND ELEGANT HOMES; IT'S ALSO ABOUT THE TALENTED PEOPLE WHO ARE A PART OF THE TEAM.”**

bathrooms and terraces to classy walk-in wardrobes and colourful walls bringing an uplifting spirit to bedrooms, never fails to satisfy her patrons. On finding her calling in interior designing, she founded Matter of Space (MOS) in mid-2019 to channel her passion into a career and chart her unconventional

path. A name synonymous with architecture, interiors, and bespoke furniture, MOS prides itself in juxtaposing modern design practices with traditional craft techniques. With its inclination towards modern minimalism and revamping classics, the designer and her studio certainly inspire everyone.

## ETHOS THAT STANDS OUT

Gangani prioritises each role and shoulders a responsibility with utmost sincerity and integrity. Her relentless approach to create, beautify, and organise spaces to perfection has enabled her to create a niche for herself. As an award-winning interior designer, she has always held onto her clearly defined principles and hasn't deviated from them since launching her business. Subsequently, the success her venture has achieved has reinstated her belief in her ethos.

According to her, “Matter of Space is not only about our fantastic designs and elegant homes; it's also about the talented people who are a part of the team. Our team consists of the best interior designers in Pune who work round the clock conceptualizing each project. They work closely with clients, and are a part of their journey till their home is handed over. From architects to qualified interior designers, our energetic team fills our office with energy and dynamism. We believe that each house that we craft should have a feeling of contentment within.”

Gangani is utterly grateful to her father Kanti, mother Neeta and brother Parth for vesting their unflinching faith in her and shaping who she is today. With integrity and positivity, Kirti Gangani is a game-changer in the interior designing industry.



# WE HEAR YOU!

Write to us at [femina@wmm.co.in](mailto:femina@wmm.co.in) with *Femina Pune* as the subject

I'm a major fitness enthusiast and absolutely loved reading the article on health in a post pandemic world. While I try to take the best care of myself, I do miss on quite a few routine health check ups and the lockdown only added to that. It is only now that I've realised the importance of routine check-ups and the article has motivated me on booking my next appointment. Thank you *Femina*!

- **Sadaf Azmi, Baner**

I am an interior-enthusiast and *Femina* has always been my one stop solution to get tips and tricks to spruce up my interior. In the May edition, the article 'Refresh Your Interiors' inspired me to add in oxygen plants in my home too. Now it looks so aesthetic and am breathing fresh air all day long so thank you *Femina* for never disappointing.

- **Sania Mali, Kothrud**

I've never read *Femina* before, but picked up the May edition because it featured Athiya Shetty and she happens to be my favourite. Not only did I enjoy reading her feature, but all other articles published in that edition. Every piece was so well thought and written. It isn't often these days that one comes across a magazine that isn't just aesthetic but also a delight to read. Needless to say, I'll be buying a copy every month hence forth!

- **Mansi Saxena, Nagpur**

One of my favourite columns in the *Femina* magazine is food because there are always such unique and healthy recipes that I love trying. From the last edition, the beetroot smoothie was my favourite! Even the article on



the benefits of different spices was very informative and helped me shift to a better and 'spicier' living. Looking forward to such amazing recipes!

- **Ishani Kanakia, Viman Nagar**

I have been reading *Femina* since ages and it has always been my go-to for everything beauty and skincare. This month's edition didn't disappoint as well. I loved the tips on switching up our makeup routines to focus on eyes since masks covers most of our face. I'm definitely going to use these tips the next time I do my makeup. Thank you *Femina* for keeping us up-to-date with the latest trends in the beauty world!

- **Afnan Siddiqui, Kothrud**

*Femina* has always been there for me and provided me with the best advice when I needed it. The May edition helped me tremendously and inspired me to make the most out of the pandemic. Its elaborate take on maintaining one's health in the post-pandemic world was quite intriguing. The yoga asanas recommendations provided me much-needed relaxation.

Can't wait to read more!

- **Madhura Shorey, Nagpur**

Ever since the pandemic began, my family has been looking for ways to incorporate immunity boosting foods in our meals as much as possible. However, all the methods we tried either resulted in tasting bad or reducing their nutritional value. When I came across the piece "Cheers to Immunity" from the May edition I was elated! We tried all the smoothies and they were such a hit! Not only did they look beautiful but they tasted delicious as well, without compromising on the nutritional value of its ingredients. Thank you so much *Femina*!

- **Kavita Patel, Hadapsar**

I am an interior designer and have always used plants to furnish places. I love the vibe that they add to any place while having loads of health benefits. I have also used the plants mentioned in the feature on incorporating indoor plants in your homes but was unaware of their air purifying properties. I will for sure be incorporating more of these plants in my future projects. Look forward to more such pieces!

- **Ashita Prasad, Aurangabad**

I have always been a fashion enthusiast, and *Femina*'s ability to keep up with the latest fashion trends has made me an avid reader of the magazine. The article entailing how athleisure is redefining the rules of dressing was great to read. I wholeheartedly enjoyed reading about the journey of the cover girl Athiya Shetty as well. Thank you for such stimulating content, *Femina*!

- **Kimaya Kunte, Sopan Baug**



Shobhaa Arya  
CEO WOW group

## WOW -SPREADING WINGS WITH STYLISTA AND HUMANITARIAN AWARDS 2021

It is said there is not a bigger joy than helping others in distressed times. And during the current testing times, many stories emerged where people came forth to help those in need and were hailed as heroes, warriors and even saviours. Shobhaa M Arya, CEO WOW group celebrated these heroes and felicitate them with the WOW Iconic Stylista & Humanitarian Awards 2021.

People from all walks of life were honoured for their tireless contributions to the welfare of the society in these unprecedented times; amongst them Sonu Sood, Vivek Oberoi, Rohit Verma, Rhythm Waghlikar, Rachana Shah, Hema Malini, Sandip Soparkar, Lata Surendra, Deepak Mazumdar, Palaaumi Mukherjee and



Lata Surendra

several others. These awards were held digitally on social media platforms.

Speaking of the organiser, Shobha Arya has been conceptualising and curating various events and making an impressionable effort in appreciating people and celebrating their contributions for over a decade. From politicians to legendary artists, Bollywood bigwigs to social workers have been awarded with the prestigious WOW award.

"WOW has always been striving in highlighting people



Hema Malini



Sonu Sood



Rachana & Rhythm



Vivek Oberoi



Avinash Gawai



Sandeep Soparkar



who stand out exceptionally in contributing towards the societal welfare. This pandemic has taught us the importance of our loved ones to another level.

These icons who I have the privilege of honouring have somewhere rekindled hope, infused positivity and instilled joy to numerous people," Shobhaa Arya signs off.





# **DIGITISING OUR WAY AHEAD**

Digitisation and technology have completely consumed our lives since the pandemic began. The simple fact that most of us start and end our day with the same act – that of checking our smartphones, is enough to justify this. From the way we write and interact to the way we consume media and perceive the world. Meeting friends have reduced to simply chatting online with them and work translates to being home in your pyjamas and staring at a screen for hours. **Samrah Attar** looks at just how the pandemic, digitisation and technology have together impacted our lives





## WORK/STUDY, DIGITALLY

The onset of the pandemic in March last year, followed by a nationwide lockdown had forced all educational institutions and workplaces to start operations online. Many even shut themselves completely for months, in hopes that a sense of normalcy will be back soon. One year into the pandemic, and so far, there has been no sense of normalcy yet and under such circumstances, a major chunk of the Indian population has accepted online education and work from home or WFH as the new normal.

Government and private platforms that enable



online education and work from home have only now begun improving their platforms to accommodate such a huge crowd. Online learning platforms have also seen a significant boost in their users, some reports to say an increase of 200 per cent. Many companies have also reported of saving more than a billion dollars annually since several costs of offline work have gone down.

### The New Normal

A year down the line and having familiarised ourselves with the online platforms, students, teachers and employees are now starting to have fun with the new mode of work. Surveys carried out on students say that they are happier with the teaching methods now than they were a year ago. Teachers are also using new, creative methods to make online learning interesting for their students and establish the connection that can be lost due to having a screen in between. Employees also feel more productive since the conditions of work have improved now that they have to work from home.

"I have received very good feedback from my students once I started using polls and quizzes to make my classes more interactive. I also employed some other techniques and found that students were very willing to speak up when they do not have the fear of what their classmates might think of them. If I had to choose between offline and online modes, I'd definitely choose online mode since it means that all students in my class get to speak up," says Professor Hoshier Mal, research methodology, FLAME University, Pune.

### Digital Divide

This doesn't go to say that online education and WFH do not have any cons. The technology only benefits those who have it and not everyone has equal privileges. Lakhs of students are being left behind while their peers with better access to technology move ahead. Many reports have indicated that the dropout rate has increased since the pandemic, the reasons for which are many. Spawning businesses have completely shut down because they did not have the means to digitize themselves and thus faced huge financial loss.

### The Way Forward

"The college administration along with the help of NGOs and government schemes need to proactively come up with ways that can aid the underprivileged kids. They could maybe offer each of them a tablet that would help them in continuing their studies. This divide cannot be reduced if all three of them don't work together," Professor Mal further adds.

Online education and WFH is here to stay for the long run. The only ways by which the divide can be reduced is by an immediate call for action and accountability like Professor Mal suggests, financial aid and assistance in setting up an online presence can be offered by the government to upcoming start-ups. A community approach can be applied too, where people help those in their communities in any way they can. >

**Online learning platforms have also seen a significant boost in their users, some reports to say an increase of 200 per cent**

# DIGITAL DISSEMINATION OF MIS-INFORMATION



There is no doubt in saying that the internet and social media has made our lives a lot easier. Search engines have made access to any information under the sun be only a few finger taps away. However, not many people seem to realise that these services are free of cost and can be accessed any time of the day. Thus, the exponential rise that has been seen in the propagation of fake news, myths and misconceptions.

The COVID-19 pandemic has sparked a series of conspiracy theories saying it is a man-made virus, or that it is a hoax, and the latest being COVID vaccines are used as tracking devices. Anyone with a social media account and a sound internet connection can make a post or a video on any topic and people gullible enough to forward it without attempting to verify if what's being said is true or not.

## Realists And Believers

Many studies over the years have been conducted on the relationship between fake news and social media. Some common findings were that the propagation of fake news can lead to distrust in public and scientific institutions. This stems from people's preconceived biases and their version of truths – a phenomenon known as confirmation bias.

When we only consume the information we believe is to be true, the social media algorithm picks up on it too. It continues to show you information that you identify yourself with and thus solidifies your beliefs. We have seen this happen quite often with people downplaying the magnitude

**“We all must be responsible and research before putting out fake news, we need to find out if something is true.”**



of the virus and protesting against wearing masks and being vaccinated.

“We all must be responsible and research before putting out fake news, we need to find out if something is true. Google can help you with everything in today's world. If you don't trust Google, you can trust your friendly neighbourhood doctor or any doctor that you trust. Speak to them, take their advice only then pass it on if it is genuine. If not, then don't,” says Vidhya Tiwari who is a founding member of Pune COVID Bulletin, along with Vandana Chavan, Chanda Patil, Priyank Shah and Rahul Pote.

## Keeping In Check

The unchecked spread of this fake news, myths and misconceptions could lead to widespread havoc and panic among people. Fact-checking institutions and individuals are constantly on their toes to debunk anything that may seem suspicious. Despite several theories being debunked, we can still see that a lot of these still have a large fan base.

“I do not want to say people don't trust science anymore, but a lot of conspiracy theories are being circulated and people are scared. This situation is something that even science has not got a hold of completely. It's not about andhshraddha, because it's not just in India. People world over people have these theories and they don't trust because no one knows, it's the fear of the unknown, I'd say,” Tiwari further explains.

Social media has proved to be both useful and harmful when it comes to the creation and busting of myths and misconceptions. The lack of social media would not just mean fewer amounts of fake news but also less information. According to Tiwari, it's a catch-22 situation.

While fact-checkers are doing their job, the information pool is so big that not everything can be verified. Thus, it becomes very necessary on our part as well to check any information for its accuracy before sending it forward. Along with this, we also need to inform and educate those who are spreading this information unknowingly about the harm that such information can cause. >

ON THE OCCASION OF DOCTOR'S DAY

# RUBY HALL CLINIC SALUTES IT'S ENTIRE MEDICAL FRATERNITY

FOR DEMONSTRATING EXCEPTIONAL SKILL,  
EXTRAORDINARY DEDICATION AND ENDLESS COMPASSION  
TO EVERY PATIENT AMIDST THE GLOBAL HEALTHCARE CRISIS  
OF THE COVID - 19 PANDEMIC

IT HAS HELPED US HANDLING COVID - 19 WITH

7000+  
Covid  
admissions

500+  
Covid beds

300+  
Oxygen beds

75+  
ICU beds

50+  
Ventilator beds

80000+  
RT-PCR Tests

42000+  
Vaccinations

8500+  
Flu OPD patients

4000+  
Home isolations

4000+  
Teleconsultations



**At the front-line of COVID-19 in Pune**

40, Sassoon Road, Pune 411001.  
E: [info@rubyhall.com](mailto:info@rubyhall.com)  
[www.rubyhall.com](http://www.rubyhall.com)



Grant Medical Foundation  
***Ruby Hall Clinic***

*Over 50 Years Of Healthcare Legacy*





## ESSENTIALS, AT A CLICK OF A BUTTON

With people being locked in their homes owing to the pandemic, every delivery person and volunteers came to the rescue. Food delivery platforms that were just delivering food from restaurants pre-pandemic, began delivering groceries and essentials a few months into the pandemic.

### The Rise Of E-Commerce

According to experts, e-commerce growth increased from 4.5 per cent to roughly 20 per cent during the lockdown. The delivery platform, Swiggy, even rolled out its new feature called Swiggy Genie which allows you to deliver and receive almost anything in your city. Swiggy reports that it has seen a 350 per cent rise in the orders for over-the-counter medicines through Genie in May, compared to March and April. It also said almost five lakh home-cooked meals and tiffin boxes have been delivered in the same period. Apps not intended for delivering food also started rolling out features that helped people in getting essentials delivered to their doorstep such as Cure.Fit and PhonePe. PhonePe also

**A report by ACI Worldwide also said that digital payments in India will account for 71.7 per cent of all payments by volume by 2025**



reported having thrice as much activity since these features were introduced.

"In the first wave the response was immediate, a lot of businesses really jumped on to our platform because there was no other platform. While restaurants and businesses were plenty, orders grew only slowly. Let's say in the first month, we did roughly, 800-900 orders and by December to January, we were doing roughly 4,000 orders a month. We still do similar numbers," says Aniruddha Patil, founder of PuneOrders.in and Pune Eat Outs.

The rise in e-commerce also saw a significant rise in the use of digitised payments. We can now not just pay by cash on delivery but also have the option of paying by card. Several businesses irrespective of their magnitude have also begun accepting payment from online wallet platforms such as Google Pay. A report by ACI Worldwide also said that digital payments in India will account for 71.7 per cent of all payments by volume by 2025. The report also said that India's real-time transactions crossed 25 billion in 2020 which was much higher than China's 15 billion.

### Intent v/s Technology

Then again, people without the means of digitising themselves were left helter-skelter to fend for essentials on their own. However, several community volunteer groups, NGOs and local food delivery organisations joined hands to reach where technology couldn't. They delivered hot meals, tiffin boxes and even groceries whenever needed.

"Without technology or e-commerce, I think things would have been very difficult. Yet, technology doesn't alone solve problems, it can only make things efficient, you need a human face to it. So, without human intent technology is nothing," Patil added further.

# E-HEALTH AT YOUR SERVICE

The pandemic – with all its glaring problems – has had one silver lining. The healthcare system has gotten a boost like never before. The other area of focus, with speedy development, is digitalisation. With everything going digital, it is no wonder that even healthcare has gotten a digital enhancement, much more than what was happening before.

Digital healthcare, many studies say, helps boost the economy. The World Economic Forum states that having integrated health data has been integral to aspects of the pandemic response, including the tracking and distribution of billions of vaccine doses.

## Changing Needs

"A healthy citizenry creates a healthy economy. The pandemic has led to more and more people having to access remote healthcare in the form of tele-consultation, e-pharmacies, home booking of blood tests, etc" relays Dr Preeti Goyal, Medical Director at vHealth by Aetna. She further notes that healthcare providers and institutions have struggled to match



this sudden change in patient behaviour. "It is widely believed that experiences during this period will drive a long-term shift in healthcare-seeking behaviour, with a greater proportion of care being delivered remotely in the future."

Several factors constitute a rise in demand for digital healthcare services during the pandemic. One of them includes the increased need for patients to manage their healthcare according to their schedule and convenience. Due to busy schedules, the growing number of people on the internet, and restricted mobility, the healthcare industry's digital transformation has led to possibilities of massive economic growth. Moreover, this transformation has aided in compiling macro- and micro-data on healthcare services through mediums such as social media, future trends, online and financial transactions, etc. This organised information has reduced the rate of medication errors, created preventive care plans, and provided efficient staffing, leading to reduced expenditure.

**"Experiences during this period will drive a long-term shift in healthcare-seeking behaviour, with a greater proportion of care being delivered remotely in the future."**

## Digital Health & Medical Technologies



## Virtual Tracking

Treating patients through virtual reality and its gamut of applications has radically enhanced the norms and practices of healthcare services by getting a better sense of the patients' needs. Companies also collect patient's healthcare information through wearable technology such as heart rate sensors, exercise trackers, and oximeters. This trend has led to a higher engagement of patients with maintaining their health. Subsequently, this digitisation can also aid in predicting future illnesses and diseases. Therefore, these changes have not only profoundly impacted the healthcare industry but can also facilitate better conditions for fighting the pandemic.

## Paving Future Path

Dr Goyal adds, "To match this demand, the digitalisation of healthcare systems is the only way forward especially for a large and diverse country like India. The technology to make this transformation possible is already here. What is needed is political will and investment for the digitalisation of healthcare institutions and their inclusion in medical education." We need a regulatory framework with guiding rules around data ownership, data safety, interoperability and measures of health outcomes for individuals and communities, she notes. "This regulatory framework needs to be adaptable and inclusive of new technologies and customer demands as they appear. The digital ecosystem thus created, can then be a powerful engine to drive the economic machinery," she says. **E**

- Input by Saher Khanna





The grand opening of Sheetal Creations, Studio



Actress Mrinal Kulkarni



Jasmine Jadhav



Models Displaying Sheetal Creations Jewellery



From L To R Sarawati Mehta, Leena Jain, Pradnya Rajpathak and Neeta Mehta



Ace Choreographer Lovell Prabhu



Sumit Shinde



Vinky and Meher Daryani

# SHEETAL CREATIONS HAUTE SPOT

Studio Sheetal Creations by Sheetal Biyani located on North Main Road in the heart of Koregaon Park is a venue catering to the need of the hour. The grand opening witnessed a unique fashion show curated by fashion Guru Lovell Prabhu. The models exhibited the latest collection of garments and Jewellery by Sheetal Creations. Studio Sheetal Creations is all about a place for get together.. birthday parties ..kitty parties ... pretty bridal shoots ... portfolios ... exhibitions... auditions ... award functions ... fashion shows ...you name it and Sheetal Creations has it all ...



Leena and Swapnil Ranjane



Taufiq Jafari



Viplove Sharma



Prajakta Joglekar





Sneha Yeatne in Sheetal Creations Lehenga



Bella Lolage in Sheetal Creations Gown



Lto R Rahul Chinta, Sujata Chinta, Rohan Chinta and Sheetal Biyani



Neetu Jha



Nazim Sheikh



Fashion Guru Lovell Prabhu with models



Shubhangi Gole with Shola Carletti



Pradnya Rajpathak, Kanchan Biyani and Sheetal



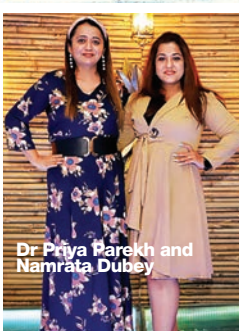
Guests enjoying at the venue



Shruti Patole with Sheetal Biyani



Namrata Dubey, Rakesh Malhotra and Leena Jain



Dr Priya Parekh and Namrata Dubey



Bindiya, Pooja Wagh, Namrata Dubey, Jasmine Jadhav and Leena Jain



Vrinda Bhandari



Shivam Jadhav



# She came, she saw, she CONQUERED!

*Kiran Mazumdar Shaw advises every woman to take up leadership opportunities, and learn on the job. In a candid conversation, the billionaire talks to Nikshubha Garg about her journey, proving naysayers wrong, and emerging as a winner. Photographs by Ankit Sharma*

**D**ressed in a raw silk shirt-jacket, fringe pants, and a silk scarf, Kiran Mazumdar Shaw, 68, is visibly pepped, and tells us it's high time women in science get prominence in the media. She is the chairperson and MD of Biocon Limited, a biotechnology company she kick-started in a garage in Bangalore in 1978. "I take pride in terming Biocon the first tech start-up in the country," she beams. Her contribution earned her Padma Shri (1989) and Padma Bhushan (2005). In 2010, Shaw was named among *TIME* magazine's 100 most influential people in the world. In 2014, she was listed as the 92nd most powerful woman in the world by *Forbes*. In 2015, she shot to the 85th position. She featured on the list yet again in 2016 and 2017 at the 77th and 71st positions respectively. She was ranked among the world's 16 Most Powerful Women in Leadership in 2021 by CEO Magazine. With credentials such as this, evidently, she has been there, done that.

**You made it big at a time when it wasn't common to see a woman take on business. What gave you the strength to make a move in that direction?**

Training as a brewmaster was a bold decision for those times ('70s). I gained confidence and self-assurance when I topped my class at Federation University in Australia where I studied malting and brewing. I was the only woman amongst 10 men, and realised that gender doesn't matter. Knowledge is democratic; it's up to you to learn, and develop competence in anything you put your mind to. On returning to India, I was set to pursue a career in brewing, but no one was willing to hire a woman. I tried repeatedly, but the male-managed industry was unwilling to take 'risks'. I finally gave up, and began looking at the international job market. Around this time, an accidental encounter with an Irish biotech entrepreneur prompted me to start Biocon. If you ask me how I did it, it's because temperamentally, I was strong. I was in a man's world, but I was determined to make a success of myself.

**How difficult was it to get the first lot of employees on board?**

I was 25, and had started my company in garage. You can imagine the odds. When you conduct interviews at a place like that, it doesn't evoke confidence in candidates. I couldn't even get a person who would work as my secretary. One of my dear friends, Pratima Rao, who was a school teacher back then, and is currently mission director, Biocon Foundation, took a break from her job, and helped me with secretarial support. I was on a path of proving naysayers wrong, or anyone who displayed scepticism.

**Was the climb to success a lonely one?**

I didn't build Biocon alone; I was the captain of the ship. When the company was in its early stages, we were trying to woo our now CEO, a young engineer from MIT. We offered him a salary twice of what we were paying ourselves. We didn't mind that. Today, you wouldn't find that approach because people are insecure of letting a newcomer get a bigger stature. Those were the times!



*“If you ask me how I did it, IT’S*  
**BECAUSE TEMPERAMENTALLY,**  
**I WAS STRONG.**

*I was in a man’s world, but  
I was determined to make a  
success of myself.”*



**How has entrepreneurship evolved over time? Do you think it's become a fad now?**

Entrepreneurship is exciting today, because when I decided to walk the path, there was no technology. We built hard core, real businesses. Today, the start-up world is different; anyone and everyone can become one so fast. There exists an ecosystem today that funds entrepreneurs, and they have the government's support as well.

**What should one keep in mind when taking the path of entrepreneurship?**

One must be true to himself/herself, and endure to succeed. Don't shift from one idea to another; focus on the journey, not the end goal. Plus, one shouldn't be an entrepreneur to get rich quickly. Youngsters today are in a hurry to get to the market, and many of them don't make it. There are no shortcuts, you know.

*"I don't like the word sacrifice; I BELIEVE WE ALL MAKE CHOICES. Mine are based on my priorities and beliefs."*



**Take us through the gender wage gap in your industry.**

I don't see gender parity issues in tech companies, but, I am sure, it exists in other industries, as the data supporting the thought pops up time and again. I feel that women are less demanding and negotiate less than men; they probably do so for leadership roles, if at all. Women still need to gain confidence, and fight for themselves and their rights.

**No successful entrepreneur reaches the top without making sacrifices. What were yours?**

I don't like the word sacrifice; I believe we all make choices. In the past, when I was faced with the question, I would respond by saying—maybe not having a family. But, in hindsight, that's not true. I made a choice to become an entrepreneur. The choices I make are based on my priorities and beliefs.

**You are involved in the welfare of society through multiple initiatives. Why is it important to give back?**

If a society thrives because of your success, it helps you as well. Why would I not contribute to the society to improve roads, infrastructure, education, and healthcare? I want my society to grow along with me. It is important to share wealth in a fair way.

**How do you unwind?**

On Sundays, I get up late, swim, and relax with family. I also catch up on Hindi movies with friends in the afternoons. In terms of holidays, I love beaches. At every possible opportunity, I head to the Maldives or Spain. The latter is a great country to go around; I have friends there. In India, I love to visit Hampi and Bandipur Tiger Reserve.

**With having achieved so much, is there anything that your heart still desires?**

I am constantly working on new things. I wish I was 25 years younger! There are many exciting things happening. I hope I never retire. **F**



Dr Nitin Patki

## MAINTAINING HEALTHY HEARTS

Meet cardiologist **Dr Nitin Patki** and know how to ensure you keep your heart at its optimal health

Cardiology is a branch of medicine that has evolved rapidly over the last few years. When Dr Nitin Patki commenced his training in cardiology was mainly involved with the diagnostic part and medicine as treatments in India and worldwide. But both, the field of cardiology and Dr Patki, have come a very long way in their journey. On the medicine front, cholesterol-reducing medicines have changed the course of the disease which unfortunately due to poor lifestyle is on the rise. From establishing coronary angiography to creating better methods to treat heart attacks,

there have been some great developments over time. "Developments in treating coronary blockages with angioplasty as preferred treatment by patients," he notes.

While talking about heart troubles women face, Dr Patki shares, "Heart attacks are on the rise in women." Since women have begun working, the stressors have increased, lifestyles have changed and previous concepts that premenopausal women are protected no longer holds true. Subsequently, not only are the rates of high blood pressure and heart attacks

**"WE NEED TO UNDERSTAND AND ACCEPT THAT HEART PROBLEMS NEED LIFELONG TREATMENTS AND TRYING TO AVOID OR DELAY TREATMENT ESPECIALLY FEARING SIDE EFFECTS IS ALLOWING CARDIAC DAMAGE TO PROGRESS," REMARKS DR PATKI.**

increasing in women, but the symptoms are also misleading. Since we already know that missing diagnosis and delayed treatments lead to poorer outcomes, so women need to take their health seriously. They should maintain a healthy lifestyle, get regular medical checkups and be mindful of their symptoms which could be nonspecific and pass off as gas or dyspepsia.

Being aware of heart problems, symptoms is the key and many foundations like the World Heart foundation ran this theme for world heart day few years back. "The common symptoms of heart attack are similar in both the genders to having chest discomfort, feeling heavy, or being breathless. Sometimes there can be burning in the stomach and a muscular pain-type sensation in the chest, back, or hand," notes the doctor. Being treated in time saves our lives, so we should not neglect this and get medical attention or get ECG done as early as possible to be safe. The treatment options are the same for both genders with equally good results, both for medical interventions and surgery.

Prevention should be the key to maintaining a healthy lifestyle. These preventions include having a healthy balanced diet like more of

fruits, salads, and sprouts and less of oily or processed foods, animal fats, and direct sugars. Adequate intensity, duration, and regularity of exercise are also essential. Stress management and relaxation techniques should also be adopted. Moreover, regular health checkups, especially after menopause, are exceedingly essential. "We need to understand and accept that heart problems need lifelong treatments and trying to avoid or delay treatment especially fearing side effects is allowing cardiac damage to progress," remarks Dr Patki.

With the current pandemic is increasing everyone's anxiety and stress, we need to protect our general health by undergoing psychological counseling, meditating, and cultivating other hobbies. Fearing infections most people are choosing to stay inside home which cause heart attack patients to die at home or come late to the hospital with already damaged hearts. So being aware of symptoms, knowing something is wrong and seeking medical help early is the key," advises the good doctor.

**MMF, Joshi Hospital,**  
off Bhandarkar Road, Pune  
**Jupiter Hospital,**  
Baner, Pune  
Contact Number: +91 93253 15908

# MONEY MATTERS

Exchange Traded Funds aka ETFs have quite a few benefits, which is why you should consider investing in them, says **CHINTAN HARIA**, Head- Product Development and Strategy, ICICI Prudential AMC



**M**ost often, the ups and downs in the equity markets make it to the news and you may wonder how to invest in stock markets without major risks. There is an easier way to take exposure to markets and that road takes us to the world of ETFs.

## WHAT IS AN ETF?

An Exchange Traded Fund (ETF) is a basket of securities, designed to track the value of an underlying asset or index be it equity, debt or a commodity like gold. ETFs allow you to get exposure to a basket of securities without having to buy/

sell all the components individually. They combine the features and potential benefits of stocks and mutual funds. ETFs are traded throughout the day on stock exchanges at prices that vary based on supply and demand. In India, one needs to have a Demat account to buy and sell ETFs.

## BENEFITS OF ETFS

**Easy to trade:** You can buy and sell ETFs any

time of the trading session through live NAV periodically through the day.

**Cost-efficient:** ETFs have lower expense as well as portfolio turnover.

**Transparency:** ETFs replicate an index and the holdings are disclosed daily.

**Trading flexibility:** ETFs are traded like stocks, investors can place a variety of order types including price limit orders.

**Professionally-**

**managed:** Despite ETFs charging a fraction of costs, they are professionally managed.

**High liquidity:** ETFs are traded on the stock exchanges and hence they witness high volumes, enabling smooth exit. Also, transactions can happen through AMC in specific basket sizes.

## NEW INVESTOR APPROACH

For a new investor, ETFs offer a diversified approach since they contain a basket of various securities, which is a better proposition than buying stocks directly. One should ideally start by investing in a broad market index ETF like Nifty ETF or Sensex ETF. Once you gain knowledge and confidence, you may look at investing in smart beta ETFs (Eg. Low Volatility ETFs) or Sectoral ETFs (Private Bank ETF or IT ETF).

Since ETFs charge a fraction of costs compared to other competing investment products and track a ready index, ETFs are one of the best investments for helping you to build long-term wealth. Thus, every new investor should start with some allocation to ETFs as they build a wealth portfolio. **E**

**AN EXCHANGE TRADED FUND (ETF) IS A BASKET OF SECURITIES, DESIGNED TO TRACK THE VALUE OF AN UNDERLYING ASSET OR INDEX**



# ADVOCATING CHANGE

**ADV SHOBHA KADAM** HAS BEEN MAKING A DIFFERENCE WITH HER DEDICATION TO THE LEGAL PROFESSION AN ENSURING THOSE IN NEED GET THE HELP THEY REQUIRE



Looking for the right legal counsel? Advocate Shobha Kadam is the one to approach. After completing her BSC and LLB degree, she has pursued the legal profession with utmost sincerity and dedication. She has been a Panel Advocate/Legal Adviser on several banks and NGOs and mostly practicing in conveyancing.

## HELPING HAND

She has always believed in advocating for change and has been a pioneer in social work. Pursuing this relentless passion, she has participated in the working of a charitable organisation and NGO called Aadhar at the forefront of the advocacy sector. Functioning under Nigdi Pradhikaran and organised through Vaidya Khadiwale Trust, the Aadhar

Sanstha assists in the adoption of orphans. To date, the organisation has completed the adoption process of more than 100 children. She has been at the centre of this adoption process undertaken by the organisation by working as an honorary consultant and carrying out all the legal work in the adoption process to support orphans and legally admitted children.

Subsequently, she has served as the president of the Lions Club Akurdi Sapphire, affiliated with Lions International, one of the largest charitable organisations in the world. Currently, she is Director of Lions Club of Metro Police. She has worked for various sections of the society in several positions such as President, Zone Chairperson etcetera.

## LEGAL EMPOWERMENT

She is not only an empathetic legal advisor, but she also champions for profound causes like women empowerment. She has heroically guided about 1500 girls currently by delivering lectures on women empowerment and mentoring girls in many places. She has also served as a member of the Women's vigilance committee and peace committee for local police station and was also a member of Traffic Advisory Committee. Following this path of excellence, she worked in Pimpri Chinchwad Municipal Corporation's F Ward, Ward-wise Grievance Committee as a committee member and is also member of Industrial Training Institute Chinchwad.

## RECOGNISING THE GRIT

Through her hard work and diligence, she serves as an inspiration to each person seeking justice and positive change in our country. Her contribution to society hasn't been unnoticed, and she has been honoured with several well-deserved awards, ranging

from Annasaheb Magar Social Foundation Award, 2006, and Savitribai Phule Samaj Bhushan Award and has been honoured Pune Bar Association for her exemplary work towards NGO and recently one of the leading media house has awarded her as one of the Navdurga Awards (Me Navdurga Award) which symbolizes that she is as powerful as one of the carnation of Ma Durga. She also actively participates in several rallies done by Times of India.

She is a woman of many talents and projects this dynamism in her life. Inspired by her love for singing and other performing arts, she participated and won prizes at many cultural programs such as Marathi Sahitya Parishad, Mauritius Gauravpadak Cultural Program and 30+ Superwoman Cultural Program 2018 in Dubai. She also held a record in the Guinness World Records for participating in the longest human chain underwater in Thailand. She has been awarded by Times of India for her contribution towards Women Drive which has all social messages written on her car. She has opened her own singing/recording studio at Nigdi/ Pradhikaran. As a strong woman of tremendous calibre, she was also awarded Narishakti 2019 Award by a Marathi news channel.

Her motivational journey stimulates others to follow in her footsteps and make our country a better place to inhabit.



20/4 LIG colony, 2nd Floor,  
Sector No 27, Pradhikaran,  
Nigdi Pune - 411044

# WHAT'S *REEL* AND WHAT'S *REAL*?

**Seher Campwala** will talk about how the aesthetics that we mindlessly consume and scroll through every day can create an adverse impact on our lives.



**H**ow do we start our day? Looking at our phones. How do we end the day? Of course by looking at our phone. It no shocker that social media has become a daily routine for us, but what you consume is what you become. And if it gets excessive then it becomes unhealthy. This is why it's important to understand that what we see all the

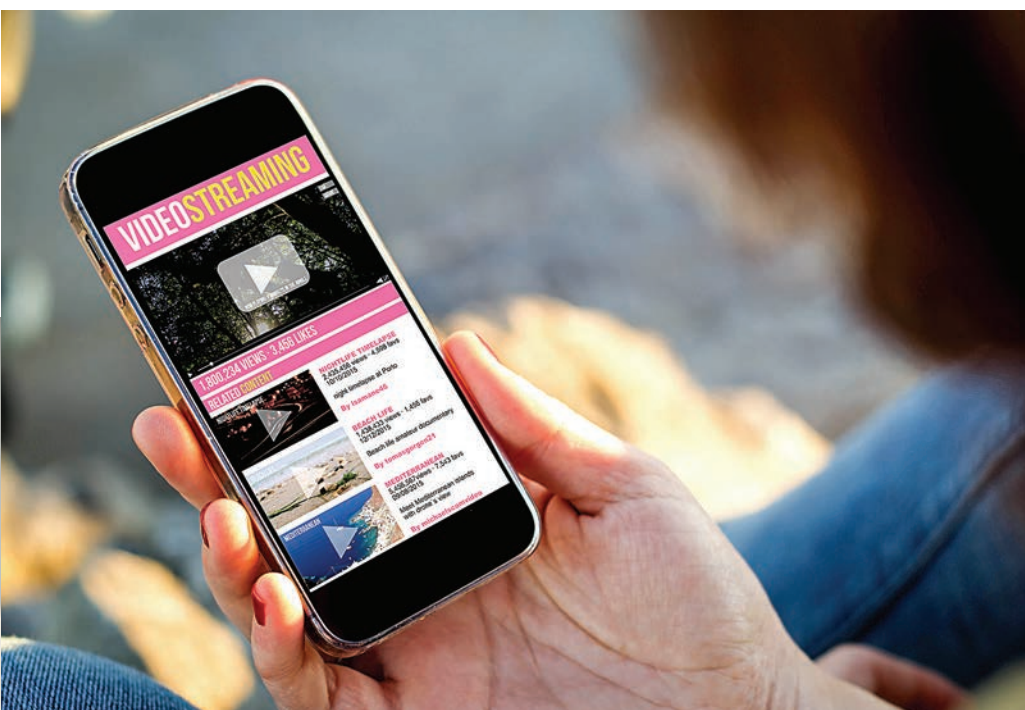
time is not always the truth. All we see is that aesthetically beautiful picture on the feed and we instantly start comparing our life with it.

## **REELISATION**

Short videos and reels have become such an integral part of our lives. There's so much content everywhere. With the help

of such platforms, anybody can become a content creator. Even in a one 15 second video everything seems so put together, looks pretty, it can either inspire you or make you laugh. But what most of all don't know is what goes behind it, and without the understanding of that, we start comparing our lives with a fragment of their life.

**WHAT MOST OF ALL DON'T KNOW IS WHAT GOES BEHIND IT, AND WITHOUT THE UNDERSTANDING, WE START COMPARING OUR LIVES WITH A FRAGMENT OF THEIR LIFE.**



## MUCH OF THE TECHNOLOGY AIMS TO SERVE ELITES WHEN WE SHOULD BE AIMING TOWARD EQUALITY FOR ALL

an inferiority complex, especially in teenagers. Having hundreds of followers and friends can still end up making you feel lonely.

Social media was created with the notion of bringing people together but on some part, it has made people lonelier. Jillian C York, director of international freedom of expression for the Electronic Frontier Foundation, commented, "I don't believe that technology will be a net negative; rather, I worry and suspect that it will make life better for some of us but worse for others. Much of the technology coming out of Silicon Valley aims to serve elites when we should be aiming toward equality for all."

What anybody puts on the gram or any social media is just a small part of their life, a happy part. Nobody will be interested to put their messes or conflicts out there. It's always the best part that we would like to show it off to people. But such heavy comparison can end up making you feel bad about yourself, making you feel that you're aren't that pretty or you're not doing your best or that you're not enough.

This shouldn't be normal but it happens and when it starts happening frequently then that's your cue to get yourself out of it. To get a social media detox or keep yourself engaged in limited content. It's important to be selective and very mindful. The quality content will uplift you and the quantity will give birth to doubts.



### FILTER FOR LIFE

You know how people used to say that we should have a filter as we speak but guess what now, we also got a filter for faces. And definitely not a healthy one. With so many filters everywhere how do we realise who's being their real selves and who's not? The answer is simple we don't. Because most of the

times technology might comfort us and become our great companion, but it also comes with a lot of cons and then that friend turns into a foe.

So many researches have shown that through the usage of social media, it's easier to develop anxiety, depression, bullying and the fear of missing out. It creates

Sharing online about your life comes with an intake of privilege. What others have you might not possess, what they look like you wouldn't, but that's the beauty of it. To be your unique self and to embrace and love it. Because at the end of the day, social media is just a part of your life and not your whole life. **F**





# HAVE A SNOOZE- FREE SLEEP

Your sleepwear may be responsible for you not getting enough sleep. Ravina M Sachdev explores why

Our outlook on life has changed completely this past year. We have replaced our everyday on-the-go breakfast bars with a nutritious breakfast and buried our formal clothes in the back of our closets only to strut around in PJs all day, every day. Speaking of which, we haven't really taken off our trust-worthy pyjamas ever since we realised WFH was so much more comfortable in it. Did you know that your sleepwear could possibly affect your sleep cycle?

We all know how important sleep is especially during such tough times where one needs a great immunity to keep infections at bay. Having said that, we also realise how difficult it is to sleep at times. If you've been having trouble sleeping lately and have done everything from warm milk to no screen time before bed then it's time to focus on your nightwear. Yes, your nightwear may be able to make a huge difference to your sleep and overall health. "Nightwear plays a

**DITCH THE BRA:**  
Bras restrict circulation in the body which may cause numerous health issues.

**OPT FOR SOCKS:**  
You lower your blood pressure when you wear socks and this in turn prepares your body for a good sleep.

**CLEAN NIGHTWEAR:**  
Ensure to wear clean PJs every night as you do not want to risk developing bacterial infections.

**INVEST IN A LUXURIOUS SILK PILLOWCASE:**  
Sleeping on a silk pillowcase can help your skin stay healthy and smooth.

huge role in having a good sleep. This is why it's absolutely essential to invest in good quality sleepwear. Buying cheap, harsh quality sleepwear may do you more harm than good," says Yashika Poddar, founder of Adorenite

## Fabrics to keep in mind

It's essential to choose the right fabrics for your sleepwear that cater to your body and environment. "It is best to choose premium quality, lightweight and breathable fabrics that allow air circulation to your skin. Soft cottons, luxe satins, rich silks and linen all make fantastic options to sleep in," explains Poddar. She adds how silk fabrics regulate the body's temperature throughout the night and cotton fabrics are less likely to cause rashes or irritations which are why both are excellent choices.

## The right fit

We cannot stress enough how important it is to sleep in loose and comfortable silhouettes. "Wearing binding clothing at night can inhibit melatonin production which is responsible for regulating your sleep cycles, and if your body's circadian rhythm is off balance, then this could really affect your sleep quality," warns Poddar. Tight clothing also restricts physical movements while sleeping. "Also stay away from pants with an elastic waistband or a binding type of shirt as they negatively impact your circulation and hamper your ability to breathe normally throughout the night," she adds. Best to pick out fuss-free clothing that is easy, breezy and comfy. **F**



# DIVA EXTRAORDINAIRE

Here's a peak in to **Malobika M.J.'s** life.

**M**alobika Banerjee, otherwise known as Malobika M. J. on her social media is an actress, singer and songwriter. She has acted in Bengali movies such as Chorabali, Katmandu and Mister Bhaduri. She has also starred in Oriya movies such as Mate bohu kari Nei ja, Dele Dhara Katha Sare.

A fun-loving yet an introvert, she is extremely inspired by her family, especially her mother, and they are the ones who encourage her to pursue her dreams. "She always motivates and inspires me to believe in myself because If I am doing right and working hard, nobody can beat you. You can definitely reach whatever you want and where ever you want to reach," she says when talking about how her mother inspires her.



Being an early riser, she loves watching the sunrise and performing yoga every alternate day as it gives her strength and positivity that lasts throughout the day. This part of her day she says, is also the best one. During the lockdown, she began cooking and has found it extremely therapeutic. She takes to cooking every time she is in the need of a stress buster and finds that even the mere act of chopping vegetables can be very relaxing. Apart from this, the actor-singer also loves to dance as a stress buster. "To me, it means happiness and being positive and whenever you do something you really enjoy it, to open up for new challenges which helps you grow as a person, physically, mentally, spiritually and of course professionally," she says is her idea of what success looks like.



# FASHION'S BIG RESET

From virtual fashion shows to digital marketplace, here's what fashion in the COVID-19 era really looks like. By **Ravina M Sachdev**

Somewhere between multiple lockdowns and unending quarantines, designers realised the power of digital media in reaching the masses. The onset of COVID-19 ambushed the front row to go digital rather than jetting off to fashion capitals. From Gucci to Tarun Tahiliani, brands and designers chose to go live on social media to showcase their new collections. Designers also realised the power of social media and how it could be a potential marketplace to sell their products on. Read on to understand more.

## Virtual Fashion Shows

Since the global pandemic struck, designers have been on the lookout for alternate platforms to showcase their merchandise on. The search came to rest when fashion weeks realised that virtual shows could be the perfect solution to it all. It would be safe to say that the crisis accelerated the use of digital platforms. "Before the pandemic, not many were familiar with the concept of digital shows, especially Indian designers and thankfully COVID-19 has changed that," reflects Deepika Verma, owner of Dziine By Deepa. From wider reach to creatively put together shows, the advantages of the game-changing move are plenty. "Forgoing the usually expensive catwalk shows, most brands focused on thinking out-of-the-box and putting together visual art performances that were a treat to look at. While some designers showcased live shows, others streamed pre-recorded videos on the fashion week platform," points out Verma. Another benefit of online shows is that designers no



IMAGES: (ON THIS PAGE) DEEPIKA MAGPAL



**It took a pandemic for people to realise the importance of the virtual world**

longer have to stress about various challenges such as scheduling, seating etc. They are free to focus on their garments and the show flow. "Virtual shows are definitely here to stay. It took a pandemic for people to realise the importance of the virtual world and there's no going back now," she mentions. However, that doesn't mean that actual shows are gone for good. "Fashion shows will start once things are better but there's no way designers will put an end to virtual shows now, especially after realising its worth," she quips.

## Social Media

Desperate times call for desperate measures.





Ever since COVID-19 hit, designers looked at social media in a new light and started taking social media platforms to market their clothing seriously. It became pretty clear that business as usual wasn't going to cut it. According to Heuritech's fashion experts and data scientists, internet time of people had gone up by 70 per cent with 61 per cent more engagement on social media. "Shifting to social media selling was a necessity as customers started spending more and more time online during the lockdown which resulted in an increase of awareness and reach of brands," agrees Deepika Nagpal, Founder and Creative Head of Label Deepika Nagpal. Instagram in particular has become a common choice for people to shop from these days. How else does one explain the number of thrift shops and active designers' brand accounts? "Instagram is excellent for direct interaction with customers and it's also super convenient for a person to shop from

**The internet time of people had gone up by 70 per cent with 61 per cent more engagement on social media**



IMAGES: (ON THIS PAGE) DZINE BY DEEPA

Instagram these days," adds Nagpal.

But is the shift a permanent one? "Consumers will end up buying from malls and offline stores. However, this period has made customers more comfortable with the entire process of shopping online and will stick to it for a long time," explains Nagpal.

That's not all. Brands also went the extra mile in order to make things easy for the people. Take Balmain for example, during an online show, the brand made its heritage pieces shoppable during the live-stream on their website and Instagram. Viewers were able to click on the products for immediate purchase or even save it for later. "That's the best bit about Instagram. Shoppers only need to click on the product in order to know everything about it which is why they are adapting to virtual shows and digital shopping so well," adds Nagpal. How cool is that really? Shopping has never been so hassle-free. We're all for the digital revolution! **F**

# SOCIAL-LY WISE

What does it take to become a successful beauty influencer? **Saher Khanna** lists it down



**W**ith all spheres of the world expanding into the digital space, the beauty industry has also made its mark. As a beauty enthusiast, ranging from maintaining your skincare to trying new products and hairstyles, you can monetize this passion and utilise prevailing work opportunities by becoming a beauty influencer. From writing blogs and product reviews to making trending beauty reels, there are several ways to garner people's interests. However, success needs to be earned, so to reap the benefits of this passion, you need to be ready to invest time and energy into establishing your career.

## STRATEGIZE + FIND NICHE

Before moving onto the technicalities of forming a blog, you should formulate a proper plan on what you want to do and how you plan to do it. You could opt for working with other companies, guest blogging, or running the show by yourself. But it's essential to be aware of your niche and what makes you stand out from the crowd. Having an original yet creative voice and compiling content that you are passionate and confident about is the key to an influencer's success. It's necessary to make your work genuine and unique to you and your audience.

## BUDGET + TARGET AUDIENCE

If you're starting a business, you need to be willing to invest in it to gain popularity. For starters, while you can start off with what you already have, but slowly start investing in getting proper gadgets such as a high-quality camera, efficient lights, and noise reduction mic that maintain the quality of your content. If you're looking at reviewing products or collaborating with brands, they're not going to do so unless you already have a follower base. How to start then? Work with the products you have already used or buy them and review them. Tag the brands also when you post it up. You also need to know your intended audience for creating intriguing content and maintaining a general vibe as per their needs.

## PLANNING + CREATE ONLINE PRESENCE

An essential factor of successful influencing is establishing your presence online by engaging on social media. There are various ways to pursue this, either by creating a website, making a YouTube channel, or posting content on other social media platforms like Instagram. While some creators stick to one outlet, expanding your reach on multiple channels can increase your popularity. However, it's necessary to keep in mind that you should maintain one aesthetic on all platforms while posting content unique to each platform's requirements. Youtube is powered by more authentic video content, whereas Instagram depends on trending hashtags and collaborations, along with original content. Followers don't grow overnight, so you should commit to planning your content, engaging with your audience, and being consistent in posting to boost your brand. Keep in mind that it's the quality of your content that truly matters.

## NETWORKING + ENGAGEMENT

Other external factors also come into play, such as networking with fellow bloggers, joining blogging communities, organising giveaways, collaborating with more successful influencers, and cross-promoting your content to maintain a massive outreach. Even if you gain popularity, you should observe your engagement analytics to meet the growing demands of your followers so that your content never gets boring. **f**

**IT'S NECESSARY  
TO KEEP IN  
MIND THAT  
YOU SHOULD  
MAINTAIN ONE  
AESTHETIC ON  
ALL PLATFORMS  
WHILE POSTING  
CONTENT  
UNIQUE TO EACH  
PLATFORM'S  
REQUIREMENTS**



# CARE FOR A RAINY DAY

Here are some home remedies to make your skin and hair glow this monsoon. By **Saher Khanna**



As the monsoon season ensues, we find ourselves relishing this mesmerising weather while devouring fried delicacies with piping hot tea. Though we feel overjoyed at escaping the scorching summer heat, we are equally concerned about taking good care of our skin and hair. Despite the serenity and coolness of the season, high humidity and dampness prevail, which can adversely affect our health. Not only does this season cause skin issues such as oily skin and acne, but the high humidity also

leads to dry and frizzy hair, prone to hair fall. Against the backdrop of these challenges, we must take good care of our overall beauty. If you experience any of these issues, read on to know about home remedies you can inculcate in your lifestyle for

IF YOU SUFFER  
FROM OILY SKIN,  
**LOOK NO FURTHER  
THAN YOUR HOME**

effortlessly maintaining skin and hair.

## **HOME REMEDIES FOR SKIN CARE**

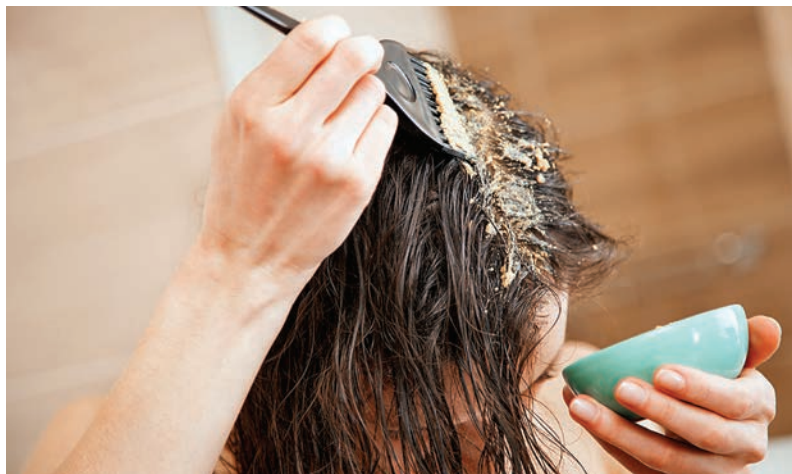
Most people often ask how to take care of their skin naturally during monsoons? The answer is quite simple: homemade skincare recipes.

If you suffer from oily skin, which is bothersome due to its stickiness, you need to look no further than your home to take care of yourself. A readily available remedy consists of making a tonic mixture of one



tablespoon of camphor or Multani Mitti (Fuller's Earth), about 200 ml of rosewater, and some dried mint powder, then pouring it into an air-tight container. This mixture is stored in the refrigerator and can be used thrice per day to wipe your skin. One can also utilise other kitchen ingredients such as honey, besan masks, and tomato juice to cleanse their face. For instance, applying honey on your skin for fifteen minutes before washing it off removes excess oil, moisturises your skin while cleaning your pores. While you find it necessary to over-cleanse and scrub your skin, you should opt for natural cleansers like chilled Cucumber juice and a pure Oatmeal scrub as an exfoliator.

## TAKE NECESSARY PRECAUTIONARY MEASURES AND ADOPT **HOME REMEDIES** FOR SHINING, HEALTHY HAIR



As for controlling acne during the monsoon, you should use natural skin care products like Neem, Sandalwood, Multani Mitti, and Tea Tree Oil. These products have antimicrobial herbs which cleanse and detoxify your skin. You can make thick pastes of each of these products and apply them to the skin before washing it off with lukewarm water once it dries. You can also close your pores and reduce unevenness of the skin by daily rubbing acidic frozen tomato halves onto your skin.

### **HOME REMEDIES FOR HAIR CARE**

Monsoon subjects your hair to several challenges. While washing your hair regularly and using mild shampoos and conditioners can help, it's not enough. Amidst this environment, one should take necessary precautionary measures and adopt home remedies for shining, healthy hair.

If you're tired of your hair's frizziness and seek smooth hair, don't waste time and start applying the tried

and tested mixture of two mashed bananas and honey onto your hair. You can put on this mixture for thirty minutes to one hour before washing it off and see the results.

You can also counter dry hair problems like hair fall, dandruff and dryness through incredible remedies. First, you can achieve an oil-less scalp by applying lemon juice on the scalp for fifteen minutes before rinsing it off. You can use the effective fenugreek (methi) seeds by soaking them in water overnight, straining the water, and then washing your hair with it. Moreover, you can get rid of dry hair by mixing two spoons of curd with one egg and putting it on your hair for 15-20 minutes for conditioning. To get rid of an itchy scalp, while you finish shampooing your hair, rinse your hair with water dissolved in a spoon of vinegar.

For overall beauty maintenance, you should follow a balanced diet that is rich in vegetables and proteins as well as incorporates Vitamin A and C. Subsequently, bear in mind to keep yourself hydrated for both healthier skin and hair. These tips, along with the other home remedies, help you cherish this monsoon season most positively. **F**

# FUTURE CALLING

Machine learning is going to be amongst the biggest game changers in future. It is a good career option to choose, **VAISHALI KASTURE** from Amazon Web Services tells **Radhika Sathe-Patwardhan**



**A**t times, the gender gap across fields, especially engineering and technology-based, is due to part societal misconceptions and part lack of knowledge. That said, what we need is information on all available career and educational prospects that help with choosing the path forward. One such option is machine

learning. Machine learning (ML), for the uninitiated like me, is the science of getting computers ie the machines to study and behave like humans, and improve their learning over time automatically, from the fed information and data that comes in the form of observations and real-world interactions. It is a subset of artificial intelligence (AI).

With digitisation and

AI being a huge part of the future, a career in ML could be successful and rewarding, as Vaishali Kasture, Leader – Strategic Projects, AISPL, Amazon Web Services (AWS) India and South Asia, can attest to. “Machine learning is one of the most disruptive technologies we will encounter in our generation. We’re seeing ML adopted across all industries, verticals, and businesses.” For

example, Zomato uses machine learning for menu digitisation and enabling consumers to run advanced searches for dishes, and RedBus uses ML to improve click-through rates on their website by 25 per cent and conversion rates by five per cent.

## IMPORTANCE OF ML

In her over two-decade-old career, one thing Kasture has realised is that technology is one of the most important driving factors in any >

**Vaishali Kasture**

**MACHINE LEARNING IS ONE OF THE MOST DISRUPTIVE TECHNOLOGIES WE WILL ENCOUNTER IN OUR GENERATION.**





***"I AM CONVINCED THAT EVERY BUSINESS WILL BE REIMAGINED USING NEW AND EMERGING TECHNOLOGIES, AND ONLY THOSE THAT ADAPT AND EMBRACE THIS CHANGE WILL SURVIVE."***

business, be it banking where she started her career or the Knowledge Process Outsourcing (KPO) industry. Even when working at one of India's prominent credit bureaus, she saw that technology was the key differentiator. There she used the cloud, machine learning and artificial intelligence to drive faster and better outcomes for our banking customers. "This really opened my eyes to the power of the cloud and new emerging technologies," she notes, "I am convinced that every business will be reimagined using new and emerging technologies, and only those that adapt and embrace this change

will survive." She joined AWS in 2019 on the back of this conviction.

The AWS DeepRacer Women's League – India 2021 is intentionally designed to create awareness of ML among women students in India, enable them to explore ML, learn collaboratively, and inspire them to take up careers in ML. "We were delighted that over 17,000 women students from all corners of India showed interest to participate in the competition," she smiles. DeepRacer as the AWS website states is 'an autonomous 1/18th scale race car designed to test real-life models by racing them on a physical

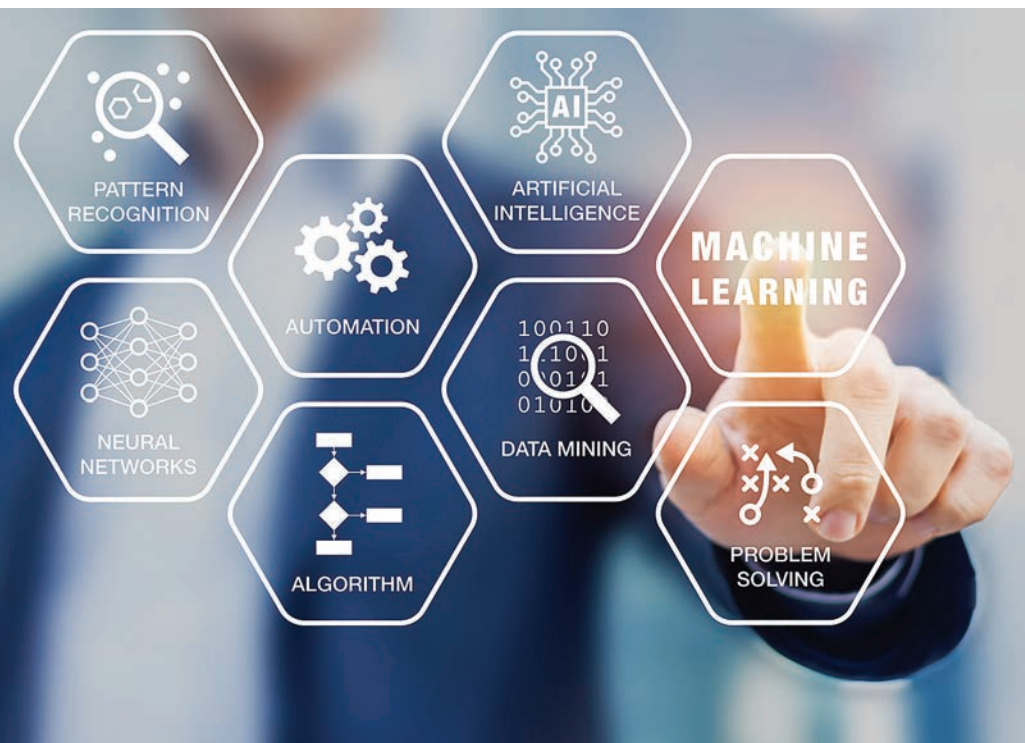
track. Using cameras to view the track and a reinforcement model to control throttle and steering, the car shows how a model trained in a simulated environment can be transferred to the real-world.'

ML proved to be useful in the current pandemic too! It is playing a key role in better understanding and addressing the COVID-19 pandemic. In the fight against the pandemic, organisations have been quick to apply their machine learning expertise in several areas including scaling customer communications, understanding how

COVID-19 spreads and speeding up research and treatment.

## **GENDER DISPARITY IN TECHNOLOGY**

Despite the strides women have made in engineering, IT and beyond, there is still a gender gap in the field. Kasture gives a clear idea on what can be and should be done: "At the grassroots level, there is a strong gender stereotype about women in STEM in general. We need to remove this stereotype. Encourage girls from a very young age in schools and colleges to opt for STEM programmes. Once women join the workforce, encourage them to actively raise their hands and ask for roles in 'hot technologies' areas like ML, AI, analytics, augmented and virtual reality, blockchain, and quantum computing. Organisations need to partner with women, support, and reward them for working in new and emerging technologies. A mentoring programme to encourage women to participate in enhancing their knowledge and giving them an edge is also very useful. A knowledge series designed to give women deeper learning in a safe environment will go a long way." **F**



# FROM SCREEN TO TABLE

Following a recipe of something you find online is never easy. **Ravina M Sachdev** got three chefs to recreate some not-so-easy-to-make dishes in ways that all can follow easily

## GỎI CUỐN - A VIETNAMESE SUMMER ROLL

Recipe by Chef Bhushan Sawant, The Ritz Carlton, Pune

50 g watermelon  
20 g pineapple  
20 g carrot  
20 g onion greens  
10 g Takuan  
(pickled Japanese  
radish)  
50 g cucumber  
10 g coriander  
sprigs



10 g mint sprigs  
20 h iceberg  
lettuce  
20 g romaine  
lettuce  
2 rice paper  
sheets

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

**SERVES: 2 > PREPARATION TIME: 20 minutes > COOKING TIME: 5 minutes**

- 1 Cut all fruits and vegetables to the size of a matchstick. Shred the lettuces and keep the coriander, mint sprigs and keep in cold water.
- 2 Take lukewarm water in a container. Dip one rice sheet in water for 2-3 seconds and then remove from water and lay flat on a plate or board.
- 3 Make a bundle of cut vegetables, fruits and lettuces. Place in the center of the rice sheet and top with coriander and mint sprigs.
- 4 Wrap the bundle with the rice sheet from two opposite sides and roll tightly from other sides. Cut off any excess sheet after rolling only once so that the filling is still visible through it.
- 5 Serve with sweet chilli sauce. >



# HIGH PROTEIN VEGETABLE CUTLETS

Recipe by Chef Ho Chi Ming, The Westin, Pune

1 cup chickpeas  
1 cup soya granules  
1 cup mixed veggies like carrot, beans, corn  
1 tsp chili powder  
1 tsp cumin, ground  
1 tsp coriander powder



2 tbsp oatmeal, soaked  
Salt to taste  
1 cup cilantro, chopped  
2 tsp lemon Juice  
Oil to shallow fry or deep fry  
Oatmeal for crumbing

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

**SERVES: 2 > PREPARATION TIME: 40 minutes > COOKING TIME: 20 minutes**

- 1 Soak the chickpeas in water overnight.
- 2 The next day, cook it in a pressure cooker or in a saucepan with enough water till the chickpeas are cooked well.
- 3 Soak oats in water for 10 minutes. Put soaked oats on the kitchen towel and squeeze out excess water and keep aside.
- 4 Drain the water from chickpeas and pat dry with kitchen paper towel. Coarsely mash the chickpeas using a wooden spoon or in a food processor. Ensure not to mash the chickpeas into a paste, it should be coarsely mashed.
- 5 Add mixed veggies, soy granules and soaked oats to the coarsely mashed chickpeas.
- 6 Add chili powder, ground cumin, coriander powder, salt, cilantro and lemon juice. Combine well.
- 7 If the mixture is too moist, add more soaked oats till you can hold into round shape.
- 8 Make medium sized balls out of the mixture and flatten them between the palm of your hands.
- 9 Coat the cutlets evenly with oatmeal like a crumb.
- 10 Place a frying pan over medium heat, add oil to it. Place the cutlets without crowding.
- 11 Shallow fry the cutlets to golden brown in colour. If you prefer, you can deep fry it.
- 12 Serve the cutlets with tomato ketchup or wrap it in a pita bread or sandwich between breads. >

# PINK SAUCE PENNE

Recipe by Executive Chef Sachin Joshi, Blue Diamond Pune - IHCL SeleQtions


500 g pasta  
2 tbsp olive oil  
3 tbsp butter  
200 g blanched  
veggies like  
broccoli, red -  
yellow bell  
peppers and corn  
4 medium  
onions, finely  
chopped  
4 medium  
tomatoes, finely  
chopped



6-7 garlic cloves,  
finely chopped  
250 g tomato  
puree  
3 cup fresh cream  
Salt to taste  
1 tbsp black  
pepper  
2 tsp chilli flakes  
200 g grated  
cheese  
6-7 fresh Basil  
leaves

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

**SERVES: 4 > PREPARATION TIME: 10 minutes > COOKING TIME: 10 minutes**

- 1 Boil water in a large vessel, add pasta and salt to it when it starts to boil. Water should be enough to cover the pasta.
- 2 When done, transfer the pasta to a plate and toss with olive oil.
- 3 Now in a large pan, add butter and olive oil. Let the butter melt and then add onions to cook until they become translucent.
- 4 Then add garlic and tomatoes. Cook until they turn soft.
- 5 Now add the tomato puree, chilli flakes and cheese to the pan and toss well.
- 6 When mixed well, add fresh cream and quickly mix to avoid curdling. Mix it well.
- 7 Add blanched vegetables and pasta to the fresh sauce and mix well. Sprinkle black pepper and basil leaves.
- 8 Serve hot. 



## UNSUNG (S)HERO

A successful dealer in surgical and medical equipment, **Rupali Kulkarni**, has also started a small chemical factory after much struggle. She is working devotedly in present pandemic situation to fulfil medical requirements. **Harshvardhan Shahi** tells us more



**T**he medical fraternity – from the doctors and nurses to those facilitating surgical and medical equipment – have all stood strong amidst the storm of the pandemic. One such woman of mettle is Rupali Kulkarni. She is now a manufacturer of chemicals like hydrogen peroxide, glycerin and sodium hypochlorite and dealer in medical equipment and surgical. But that wasn't always the case. Born and brought up in Nashik, Kulkarni completed her graduation in Fine Arts from Aurangabad and then after marriage in 1999 started

working to fulfil financial needs by conducting fine arts classes, selling homemade soaps etc.

She then went on to work with her mother and grandfather who were running a pharmacy. She has also worked in a hospital as an administrator. She used the experience she got through this, and went on to sit for the 'Saksham Vyakti' (Competent Person) exam conducted by Food & Drugs Administration. She passed and obtained

license for dealing in medical products in 2010. Kulkarni shares, "I had to work too hard to get initial orders, to face competition and struggle in male dominating field when I started this business. Today also I have to do all these things to sustain." She was the only lady in the field of surgical and medical supplies working on ground. Her honesty, sincerity and committed work brought success gradually and today she is one of the leading entrepreneurs in the region expanding business across the state.

Sharing about experiences of business amidst the pandemic, she shares, "This is an exceptional situation where all normal conditions have changed a lot. We are struggling for sufficient material from companies as hospitals are waiting for surgical, dialysis accessories, portable oxygen cylinders, special masks for doctors and serious patients and many other things." The corona pandemic is the most

difficult situation ever for dealers like Kulkarni. Manufacturer companies and transporters have hiked their costs three to four times, no one is ready to give credit but they have to supply hospitals on credit. Kulkarni tells, "Making sufficient supply in emergencies creates not only professional but psychological tensions. I starve at times due to lack of funds as the credit system to supply emergency material is warped. But I do this as I think someone's life is at stake because of the lack of medical supplies."

Kulkarni also faced difficult situations at personal level. She tells, "People in my housing society were reluctant to allow me to live there as they had fear that they would be infected because I deal with hospitals and COVID treatment centers." Comparing first and second wave of COVID-19, she told that the second one is more serious with scarcity of medicines, medical facilities and it has been created due to negligence of people taking the pandemic as granted. **F**

**"This is an exceptional situation where all normal conditions have changed a lot."**



## HEART FOR ART Customized paintings, Arabic letters and more.

**What:** Fluid and Resin Art  
by Zainab Miyanoor

**What's interesting:** Time to upgrade your gifting skills! If you know someone who devours art and has amazing collectables, you might want to get them this artistic artwork. Zainab Miyanoor started her small adventure to create resin, fluid and geode artwork a year back. The main USP she brings to the table is the precise and elegant Arabic calligraphy. No doubt Arabic is a beautiful language. She does offer customized paintings and artworks at a budget-friendly rate. She delivers the order in less than two weeks. You know your soul is searching for beauty, right? Get some sparkling coasters or beautiful statement wall art.

**Price:** On request.

**Available at:** Instagram @  
artbyzainabmariya\_



## DELIGHTING TASTE BUDS Food that matches your vibe.

**What:** Fusion Cafe

**What's interesting:** Fusion Cafe happens to be the hotspot to enlighten your taste buds. Here, the Italian and Indian cuisine blends in cohesively. Let your thumb stop while scrolling at Fusion Cafe and order the yummy food. Dining is closed as of now but they provide tasty treats as you place your order via Swiggy and Zomato. Any birthday or anniversary at-home celebration that needs catered to? Get your favourite dishes here. Choose from their fusion special dishes like cheese blast sandwich, white sauce pasta, pizza, rolls, and so much more. The rates are affordable and very often they offer huge discounts. Also, keep an eye on their socials to get updates. Let the cheese melt!

**Price:** On request.

**Available at:** Instagram @fusion\_cafe\_aurangabad

## ZEST OF FRESHNESS Indulge in some summertime care.

**What:** Bathing products

**What's interesting:** Berry Bath Bathing products are curated to help unwind after a long day. The soap lathers well and brings exotic experience during bathing time. After a long day of WFH, a nice shower with a body scrub work wonders. All the products are made with love and care. All the products have natural ingredients in them. Their soaps, face wash, shampoo and Ayurvedic hair oil will give you a sense of joy and refreshment. They also manage to come up with exciting hampers during festivities. Try their White musk soap bar which has notes of lily, patchouli and peach.

**Price:** On request

**Available at:** Instagram @berrybath.  
bubbles







## Pills of passion

She is a Jane of many trades who continues to succeed in her different roles and passions. Meet **DR SHANTALA BHOLE**, who shares with **Kanika Rekhi** on how she 'treats' everyday as a wondrous opportunity

Since childhood, Dr Shantala Bhole was a bookworm, excelling in studies and topped her school in Ozhar, Nashik. Becoming a doctor was just natural progression. Her post-graduation specialization was in obstetrics and gynaecology from Nagpur. After a short stint as a research assistant in, ICMR, JJ Hospital Mumbai, she started her own hospital in Nagpur along with her husband who is a renowned urosurgeon.

The couple along with other doctors are founders of Sevenstar Hospital, which is a multispecialty surgical hospital in Nagpur, and the first in Central India to provide robotic surgery services. This venture actually fuelled her interest in hospital administration and management. She got interested and involved herself in quality policies

and NABH accreditation process, and her efforts bore fruits when they finally received the certificate.

The COVID pandemic brought with it many new challenges. The hospital team was at the forefront in countering this pandemic and till date, has managed around 2000 patients and almost 700 Critical patients. Infected employees and families have also been treated in-house. "We wanted to spread positivity among staff and patients through recreational activities like music, entertainment, yoga, all done online translated into an uplifting experience. Recently, we organized a digital musical programme with Radio MYFM, where COVID patients sent song requests which were fulfilled by the RJ. It was indeed heartening to see the smiles on the faces; some even broke out into a dance," she recalls.

She has found a second home in Rotary and participated enthusiastically in service projects, fellowships, sports and many other activities. As the director of medical services in 2017-18, she was instrumental in conducting various medical and surgical camps, community awareness activities, operative camps etc. "I've been actively involved in promoting menstrual hygiene and sustainable menstrual products among young girls. It is indeed heartening that in the past year itself Rotary Club in collaboration with Nagpur OBGY society has conducted many webinars about menstruation," she informs.

A year back, a close friend invited her to start her own podcast; "It gave me a fantastic platform to address taboo topics like menstruation, contraception, sexuality, sexual harassment at workplace and prevention of sexual abuse in children etc." Till date she has released 33 episodes of her Podcast- 'Sparkling Wednesdays with Dr Shantala' on diverse topics.

She is also a qualified fitness and nutrition consultant. She has a company called IAS Fitness. They are instrumental in formulating fitness plans as per client goals, which vary from weight loss, muscle gain and improving stamina and endurance. She says, "It's simply amazing to see the transformation in clients with simple changes in diet and exercise. I believe that lifestyle changes are sustainable only when they are simple and easy to follow."

For a versatile woman who has so many diverse interests, every day brings forth new ideas and opportunities and she greets them with anticipation. She believes, "One should challenge themselves and trust the universe to fulfil their wishes. Each one of us has the ability to get the life they want, and they should always continue in this quest". **F**

# A BENIGN BREAK

Here are some easy-to-make healthy dishes for those breaks during work time at home.

By **Rishma Shah**



## PLAIN GREEK YOGURTS WITH NUTS, BERRIES AND HONEY

This recipe should be your go-to if you are not the best cook and are looking for something easy. Open up your single-serve container of Greek Yogurt, top it with some fresh berries, sweet honey and nuts for texture. This delectable dish is like having a dessert with a mixed taste of sourness and sweetness, yet so healthy with the added benefits of protein and active probiotic cultures that are great for your intestines.



## CUCUMBER AVOCADO ROLLS

This super delicious and tasty recipe is fun and easy to make! All you need to do is mash together some avocado, basil, garlic and lime juice, spread it on thin cucumber slices and roll it up. Season with some salt and paprika and serve right away! This is the perfect option for someone who is trying to lose weight the healthy way because it is refreshing, nutritious and incredibly versatile in its health benefits.

**S**itting in one position for long could be draining and it is important you stay in the pink of health with the virus still out there. Try out these easy, mouth-watering and wholesome recipes in your small intervals and do not forget to regularly hydrate yourself!



## QUINOA SALAD

Unarguably the healthiest entry on the list, quinoa salad is very high in fibre and protein, with all the essential amino acids. All you need is finely chopped cucumber, bell peppers, chickpea, cooked quinoa, parsley and olive oil and lemon juice for dressing. Toss in all the ingredients and enjoy the salad's refreshing and crisp flavour. You could also make this ahead of time and pull it out of the fridge whenever you need a tasty snack.



## OAT PANCAKES

Just whisk in fine oat powder, some salt, cinnamon powder, baking soda, eggs, honey for sweetness, unsalted butter and milk. Pour a ladle full of batter on the pan, serve them with your favourite topping and make the most of your zoom break! It is filled with fibre and protein, which will keep you full for your next meeting.

## WHOLEWHEAT MUG BROWNIE

Have a sweet tooth? Do not worry we have a healthy option for you too that will satisfy your cravings. This recipe requires wholewheat flour, jaggery, milk, cocoa powder, unsalted butter and baking powder. Just blend in all the ingredients in a mug and microwave it for one and a half minutes. This recipe is low in calories and gives you the break you truly deserve! **F**





## ACCESS TO ACCESSORIES

Get your hands on some alluring jewellery through this e-store

**What:** Jewellery for every occasion

**What's interesting:** 'With.H.Label' is a business run by women, for women. Each piece from their collection can be easily mixed-matched to create eye catching effortless looks. This direct-to-consumer brand focuses as equally on its customer service as it does on its designs. The brand is dedicated to deliver high quality pieces at affordable prices with a plethora of options to choose from. Their jewellery resonates with customers from all age groups. Since its inception, the brand has collaborated with leading bloggers from the industry and has now gained a loyal customer base all across India.

**Price:** On request

**Available at:** Instagram @with.h.label



## SPLENDID STROKES! A mélange of exquisitely handcrafted creative products

**What:** Hand painted and crafted products

**What's interesting:** 'Shades by Samiksha Munot' is a creative boutique studio which was created to share her love for art and design. In today's highly digitalised world, hand-crafted art holds the rare ability to evoke sentiments of warmth among human beings. They craft a range of handmade products ranging from commissioned paintings and portraits, stationery products, coasters, calligraphy on demand, hand engraved wine glasses and a lot more. Commissioned paintings that she creates spread across various mediums like watercolours, acrylic, ink, coffee, wood, paper, canvas etc. The brand also provides with Marquage art that is customised artworks on leather accessories and bags.

**Price:** On request

**Available at:** Instagram: @shadesbysamiksha

## THE CRAFT OF CHOCOLATE Curated and crafted assorted range of premium chocolates

**What:** Premium chocolate and cocoa products

**What's interesting:** Happico with their tagline 'feel the best' is an impression of happiness, energy and love that goes into making fine chocolate. It is the brainchild of young entrepreneurs Yash Pande and Sonal Bahilani, who are determined to make Happico the world's leading chocolate brand. Other than premium chocolate bars, Happico owns few other brands like Rocca - gourmet English toffee; Zulu - peanut butter cups, which is organic peanut butter sandwiched in velvety milk chocolate; and also Broski's - the flavoured ice and hot tea premixes. Their core brand value is to never compromise on quality and taste. They believe in delivering best and healthy chocolate all around the world which not only gives an indulgent chocolate-eating experience but also contributes in empowerment of farmers. So savour tasty and be happy!

**Price:** On request

**Available at:** Instagram @happicoindia





Create A Strong  
**Immunity**  
With Us.

BEST OFFER

UPTO

**50%  
OFF**



For more Details  
**+91 8390549549**

[www.healthyum.in](http://www.healthyum.in)

✉ [healthyumnuts@gmail.com](mailto:healthyumnuts@gmail.com)



Free Home Delivery All Over Pune

**Dryfruits | Nuts | Seeds | Dried fruits | Healthy snacks**

Order Now  
Get App



**AGRAWAL DRYFRUITS**

Plot no. 556, Market Yard, Gultekdi, Pune - 411037.



# The Decision Maker of the Genz She knows what's best for her family

Chemically Free, Nutritiously Full  
Fill your kitchen with Naturally Grown Essentials

## Khapli Wheat

1 kg      10 kg      30 kg  
₹105/-   ₹990/-   ₹2700/-

Khapli Wheat has existed since 5000 years. It holds true essence of the olden times with purity & rawness that miraculously shapes one's personal health.

### Healthy & Nutritious Khapli Wheat :-

- (1) Less in Gluten Proportion
- (2) Effective against Diabetes
- (3) Aids Digestion
- (4) Rich in Fiber & Protein
- (5) Helps in making Tasty & Nutritious Chapatis
- (6) Can be paired with other food items too



## Sharbati Wheat

1 kg - ₹60/-  
5 kg - ₹285/-  
10 kg - ₹530/-  
30 kg - ₹1470/-



## Indrayani Rice

1 kg - ₹80/-  
3 kg - ₹230/-  
5 kg - ₹375/-



## Dal made on stone chakki

### Harbara Dal

1 kg ₹139/-  
3 kg ₹405/-



### Tur Dal

1 kg ₹149/-  
3 kg ₹433/-



### Moong Dal

1 kg ₹180/-  
3 kg ₹525/-



### Matki Dal

1 kg ₹199/-  
2 kg ₹393/-



### Masoor Dal

1 kg ₹180/-  
3 kg ₹525/-



### Jaggery Powder

500g ₹75/-  
1 kg ₹144/-



### Tulsi Honey

250 g ₹249/-



### Misal Masala

50 g ₹65/-



### Gooda Masala

50 g ₹50/-



### Lal Michi Powder

50 g ₹50/-



To avail a wider range of chemical and pesticide free products, **DOWNLOAD OUR APP, NOW!**

For Orders & Enquiry call : +91-9370269199 | [www.dailynutree.com](http://www.dailynutree.com) |



QR CODE  
Scan for website