

THE INDIAN ACHIEVER'S CLUB

40 UNDER 40

INDIAN ACHIEVERS

2022





We take this opportunity to Thank our Beloved Environment Minister **Hon. Shri Aditya Thackeray** for supporting us in our Dream Project of planting 75 lakh trees in Mumbai Metropolitan Region celebrating the 75th Year of Indian independence.

Thanks to the Forest Department of Maharashtra for facilitating our Plantation Drive and **The Rotary Club of Dahanu** to help us Plant trees.

All the Members at **The Indian Achiever's Club** together would join this initiative and we will continue to create many such opportunities which will enable non-members to participate in the Mega Plantation Drive.

We together shall ensure we fight Climate Change and make Mumbai a better place to live.

Please spread the message with your friends to plant trees online on **www.eplantations.in**

Special thanks to



Environment Minister
Hon. Shri Aditya Thackeray



Forest Department of Maharashtra



Dist : 3140

Rotary Club of Dahanu



ABOUT

Established in 1966 as Sahitya Bharti Trust, was then one of the biggest networking and socialising clubs in the city. The Trust was a collaborative effort by three aspiring entrepreneurs – Shri Shirish Mehta, Shri Jaivadan Takhtawala and Shri R.R Sheth, who translated the concept of networking clubs by having over 5000 members at once. The sole idea behind initiating this club was networking for businessmen and professionals to help them bring out better thoughts and strategies which in turn helped them to do better socially as well as professionally.

Today 54 years later, a team of like-minded new age entrepreneurs and professionals have come together giving a modern facelift to the networking club. This 2.0 version of the club is taking all the activities online, making available for its members who are spread across various regions of India and abroad. The initiative is in its new avatar with a modern approach, while keeping the ideology of appreciating the achievers in the society. We call the organisation – The Indian Achiever's Club.

Chaired by Harsh Vaidya an ecopreneur by profession with over 15 years of experience in brand communication and entrepreneurship, the organisation has a managing committee which includes a team of highly experienced entrepreneurs, strategists, professionals and experts in the field of creativity.

The main purpose of the club is to recognize the efforts of achievers, who have sailed through numerous social baisses and today have established themselves in their respective fields. The club has come up with various initiatives which will bring the unsung achievers from around the country on a platform, where they can share their journey in front of the world.



40 UNDER **40**
INDIAN ACHIEVERS
2022

WINNERS
2022

THE INDIAN ACHIEVER'S CLUB



LEELAVATHI S GUPTÉ
ENTREPRENEUR
THE AFFAIR BY
PRAMILA & LEELA



SAMIR VITHLANI
BRAND MANAGEMENT
& EXPERIENTIAL
MARKETER



KAIZIN POONIWALA
MEDIA PROFESSIONAL



ANSHU AANAND
BUSINESS
ADVISOR
& SPEAKER



VIRENDRA SHARMA
PERSONAL BRANDING,
TEDX SPEAKER &
INFLUENCER



MEHAK BATH
MEDICAL DOCTOR



ELISHA SAIGAL
BRAND ARCHITECT



PRATYUSH MULUKUTLA
CO-FOUNDER AND COO
DATABEAT CONSULTING



AARTI PATIL
FOUNDER & MD
FOODFADKITCHEN



DHARA KAPADIA
ENTREPRENEUR
MANGO JUNCTION



FARZAN GHADIALLY
INVESTMENT BANKER,
AUTHOR, MENTOR
& COLUMNIST



GURVINDER KAUR
DIRECTOR
JAIKARA (UK)



HEETA PARIKH
FOUNDER & CEO
SILVER SPUN BRAND
SOLUTIONS



JASON FERNANDES
FINTECH
SPECIALIST



ANOOJA BASHIR
CEO
OUREACORP



KHUSHHBU THAKKAR
ENTREPRENEUR
FUN O FACTORY



SARAH TANTRAY
CO-FOUNDER
WILD WEST
INNOVATIONS



AMIT LOHANI
ENTREPRENEUR
MAX GROUP
OF COMPANIES



APoorVA MUDGAL
MUSICIAN
SUFÍ SINGER



MANASI PAREKH
ACTOR, SINGER
& PRODUCER



DR. DEVESH KUMAR
CLINICAL RESEARCH KEY
OPINION LEADER
INNOVATE RESEARCH



DHOLI ANURADHA
PROFESSIONAL
DHOL PLAYER



PREANKA ROY
CREATIVE DIRECTOR
- ADVERTISING



PRERNA MAKHARIAA
JEWELLERY INFLUENCER
& FOUNDER
STYLE PRER & PET
JEWELLERY



RABIAH BHATIA
FOUNDER
ED WEBSTUDIO
CHANNEL



KRISTINE JAMES ZEDEK
ACTOR, EMCEE
& VOICING ARTIST



SHERRY MEHTA
CHEF & COO
KANAK BY SHERRY



SHIVANI MAYEKAR
AESTHETIC
& COSMETIC DENTIST



SONAL BOTHRA
FOOD BLOGGER
FOODIEKLIX



SONAL SONAWANI
PSYCHOLOGIST
CEDAR



VIPUL VORA
CREATIVE DIRECTOR &
CO FOUNDER AT
CINEMAN PRODUCTIONS
LTD



SONIA CHUGH
EDUCATION
& CHILD CARE
HAPPY MINDS
INTERNATIONAL



ANKITA SINGH
SENIOR VICE PRESIDENT
& GLOBAL HEAD
CIGNEX



VIRAL SHAH
DIRECTOR,
WRITER, PRODUCER
& VOICE OVER ARTIST



YATHARTH GAUTAM
DIRECTOR & CHIEF
MARKETING OFFICER
BIRLA OPEN MINDS



DR. APARNA PANDYA
PERIODONTIST
& FACIAL
AESTHETICIAN



SONALI RAMAIYA
FOUNDER
ROARRR MEDIA



TARANG ARORA
JEWELLERY DESIGNER
AMRAPALI JEWELS



SUMEET PATIL
VISUAL ARTIST,
ART DIRECTOR,
SOCIAL ACTIVIST




PRANALI NIMKAR
PUBLIC RELATIONS
PROFESSIONAL



LEELAVATHI SALIAN GUPTA

ENTREPRENEUR

She runs 2 brands from her home kitchen - The Affair by Pramila & Leela and Energy Balls. that specialize in South Indian cuisine, Maharashtrian cuisine and energy balls

 @lee_gupte



Leelavathi has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I have over 15 years of work experience, primarily in Sales and marketing. I have been in diverse areas over this tenure such as Advertising, Public Relations, Marketing, Events, Exhibition etc. I have also been associated with Groupon India, as the Head of Food and Beverage for Mumbai.

Currently, I own a company called Vibrant-India where I help international brands launch themselves in India. I take care of them completely, right from the legalities to Business growth.

Alongside Vibrant-India, I happened to start my food venture - The Affair by Pramila & Leela. It had its birth in the COVID period. My father has had 2 restaurants and 15 food stalls spread across the city of Mumbai. However, because of his growing age, health issues, and added tensions because of the pandemic, things started losing momentum. And that is when I took the game in my hand. The food business is not just a business to us, but more of our passion for healthy food and a legacy to provide which I did not want to die.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

I love feeding people with innovative and healthy food recipes and that is what makes me get up every morning. like feeding people, innovating with food, creating their own version of food, curating healthy food recipes; serving healthy food at a reasonable price.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

To me, the most satisfying thing about my occupation is to provide newer and healthier delicacies to my customers matching their taste buds. As far as the challenges are concerned, I would say, I have been highly fortunate and blessed for not really encountering anything which I can think of as a challenge. Since the beginning, the response to my business has been unbelievably great.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I love experimenting with recipes and creating my own versions of food.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I think the most crucial skill to be successful in this industry is to possess knowledge of taste. If you have that and the zeal to curate food as if you are a customer, you are successful.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Outside work, I love dancing.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Pandemic has certainly brought a lot of changes. Industry has definitely gone for a toss. The biggest effect that I see of the pandemic is growing demand for home chefs and home kitchens.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Since I am working from home, there is no challenge. Also, since I hail from a background where we have had food ventures as our family business and my personal experience in the food industry, I never really encountered any challenge so far. But I feel there would be a bit of challenges coming our way once the world gets back to normal, and everything opens and people start rushing back to the restaurants.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Just keep experimenting and curate the food that you would love to have outside!



ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

As of now, we have two immediate plans:

Convert the Affair into a franchise

Start a private label for my energy balls which have received very good response from our customers



SAMIR VITHLANI

BRAND MANAGEMENT & EXPERIENTIAL MARKETER

THE MAX PUBLICITY AND COMMUNICATION PVT LTD.
- A TRIBES VENTURE

*Educationist, Divergent Thinker, Creative
Seeker, Solution Architect*

*Won the Chairman's Award for Outstanding Performance
in the first year at The Max Publicity and Communication
Pvt Ltd. - A Tribes Venture*

*Scaled up the corporate ladder right from Account
Director to Vice President within 3 years by showing
team building skills and business management expertise.*

*Instrumental in creating the "Health Cha Shree Ganesh"
campaign that received international recognition.*

*Learned the art of teaching and was recognised as one
of the most engaging Visiting faculty for the year 2018 at
Chetana Institute of Management Studies and Research.*

@samirvithlani

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Samir has pledged to
grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Curiosity leads to innovation. When I observe people in my capacity as a team lead or as a teacher I find it fascinating how most of us seek knowledge, daily inspiration and want to experience change on some level. For me, curiosity helped shape my career and develop an inclination towards advertising at an early age.

Merging creative skills with business needs on a daily basis can be challenging, but it's exciting! At 19? I began to explore that at Everest where I interned as an Advertising Executive. The concept of taking a thought, building on it, bringing it to life is intriguing ... to do it day after day, sometimes differently even...helped me grow.

In my thirties, when I look back at my CV, I feel a sense of accomplishment having worked for established national and international brands at top agencies like O&M, DDB Mudra, and Radio Mirchi (Times of India).

Creativity has always been my motivator, understanding businesses and people is a skill I've picked up over time and along with my curiosity, these are the strengths I bring to the table.



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

Discipline. I'm sure of what I want to tick off for my day. The curiosity coupled with maybe a certain amount of perseverance and consistency pushes me to achieve more everyday.

In many ways, I've conditionalized myself to ensure those around me enjoy doing what they are doing... which makes me feel more content as a Department Head.

Concepts work if you work on them. People thrive if you invest in them. How do you balance it all? With discipline and the assertiveness that you want to wake up and do something, something good today. My take back at the end of the day is an earned amount of sleep, for whatever number of hours... but one that's earned and gives me the feeling of contentment.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Today in advertising, we can't tie ourselves down to just one skill, one job title... change again, especially judging from what the last two years have taught us... change needs to be met head-on. Some days you're a creative thinker, by afternoon you're budgeting or negotiating a deal, and at the end of it maybe balancing a small, bright team of individuals and a large-scale client.

But when you find yourself working towards creative solutions that translate to not just business growth, but also impact social change or create change in consumer behaviour ... that's the icing on the cake!

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

The more I teach, the more I learn. My experiences as a lecturer, and an observer make me further believe in the stoic principles that you only have one shot at today... so you need to be in the present, in the now. These 24 hours... you give it the best shot and seize the day. You have to live in the now, you have to work towards it today.

Carpe diem.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

A combination and understanding of art and science... being a passionate thinker and a meticulous planner. Someone who can calm the chaos and find a window to growth even if all doors are shut. And empathy. Above all surrounded by people who showcase empathy as their basic trait .



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Teaching. Waking up in the morning- one of the first tasks on my checklist is my 2 hours session with my students. It's my way of learning, sharing, and giving back to the community.

I'm a football fanatic and an outright Kop. However, the late-night Liverpool matches do not deter me from my early morning teaching schedule or breaking away from my reading. I'm irrationally passionate about books and have read nearly 100 since the lockdown.

Our roots are important and lay foundations for the route ahead.

Something you will not find on my task list, but a ritual I follow is having one meal a day with my parents... no matter what. It's my sanity check, my time to unwind and catch up with them. This gathering brings me strength, helps me constantly remember what to focus on, and keeps me in the now.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Our business model depends on people interacting with brands personally and physically and that was out of the question during pandemic times. We were affected heavily. Right from losing business to resizing the team and structure.

But we reinvented new age opportunities from unlearning to relearning. And now we are bouncing back with new enthusiasm and zeal, not just as a community or a corporation but as an entire industry.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Every business has its own issues and problems, however, in our field, there are several constraints that we have to navigate through to find our path to success. It is a highly cluttered market, and consumers are becoming smarter with exposure to technology and international offerings. This has led to one of the biggest challenges - the challenge of Commodification of Ideas. How does one make an idea valuable and different to ensure it does not become another commodity, and just a tick mark in the brand's marketing plan.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

"Thou shalt love thy brands as thyself" I love my work and brands and like to literally own that space... involving myself at times beyond any boundaries. The message is simple, love what you do and you will keep moving forward.



ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

My future plans are very clear and they stem from how I am as an individual. It is to pen down my journey. To be a mentor that I would have loved to have and continue creating exciting work for the organization I represent and my client partners. And yes, keeping my philosophy of carpe diem at the heart of it.




KAIZIN POONIWALA

MEDIA PROFESSIONAL

Leading the on air promos team for a reputed English movie channel

Awarded for promos that won at Promax Asia & Promax India

 @kaizinp



Kaizin has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Beauty lies in simplicity. That's how I enjoy spending time in nature, the only source that keeps us energised & revitalized. Coming from a creative background, it's all about exploring opportunities & breaking boundaries as an artist. Being in the media industry for over a decade has been a great experience where I've met such innovative & enthusiastic people. My career path led me from one milestone to another, right from being a visualizer in an ad agency to leading a team at one of our most entertaining Indian television network in India.

WHAT MOTIVATES YOU TO WORK?

No matter what, the show must go on. No matter how tough it gets, you still continue doing what you have to do. Every day is not the same at work & the pandemic was a great reminder, just like that every project has to be dealt with in a different way. What motivates me is the thought of bringing about a change in our creative approach, coming up with fun & quick solutions to make things work & to overcome every hurdle that will only push us forward.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Personally, every challenge has introduced me to bigger and better possibilities. Reaching out to our audience & engaging them with the kind of content that they really enjoy watching is essential. Most satisfying part is when all the hard work pays off by getting appreciated with maximum viewership from our fans & viewers.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I enjoy being adventurous, knowingly or unknowingly I end up taking the road less travelled. It's important for me to keep moving & explore possibilities before I turn stagnant in certain areas of my life.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

You need to be creative, experimental & resilient with your attitude to succeed & create some outstanding work in this career.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Designing or illustrating on any medium is what keeps my creative juices flowing. It's one of the best ways to connect with myself. I thoroughly enjoy getting the adrenaline kick when I am traveling on my motorbike, we both love to discover unknown terrains and culture with a whole lot of adventure.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

A lot of shifts have been visible due to the pandemic, the economy has taken a massive hit, but everyone has worked day & night to bring about consistency in the industry, by being supportive so that our daily work doesn't get affected. Although upcoming shows & other production work was put on hold due to a complete lockdown which made an impact on the network's development plans.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Taking care of your mental & physical health is extremely important, only then you will be able to excel in your career. Working from home was quite a challenge, also adapting different ways to connect with the teams and coordinating with people virtually gave me great insight of how technology is our only hope if only we use it the right way. Irrespective of all the situations that were faced, we managed to work efficiently. It's about time we upgrade our technical skills by introducing & learning new ways of working with technology, that's highly accessible knowing how we need to manage our new work structure.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Let your work speak for itself because you will reap the fruits of your hard work that will get noticed sooner or later & nothing's impossible if you believe in what you do.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Follow your passion, that will help others grow with you. I look forward to mentoring and teaching in special art institutes & universities. I am super excited about exploring & testing different methods and mediums to display designs that are distinctive through fashion or entertainment, the list can go on because the possibilities are limitless.



ANSHU AANAND

BUSINESS ADVISOR & PROFESSIONAL SPEAKER
ANSHU ANAND & ADVISORS

She specializes in cross functional analysis to chart a roadmap for companies to scale up their operations

REX KARMAVEER GLOBAL FELLOWSHIPS & Karmaveer Chakra award instituted with the UN

Keynote at World Peace Summit 2021 by Charles Walter's Society for Innovation & Research

Panellist on NEWX TV channel about How to get Business & Economy Back 2020

Featured in a documentary series "Heroes Invisibles" on Spanish National television

 @anshuaanandinsta



Anshu has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am just an inquisitive person who likes to keep learning and analysing various facets of life. I started working right after my 12th schooling. Started with a tech job for three years then fashion retail management for a year with consulting assignments on the side. Looking back, it was my inclination and natural ability of problem-solving that brought the right people to me who hired me, eventually. Then, it was about timing to realise the right business model that brings in added value for my clientele (in comparison to existing consulting companies) I am running a business advisory firm for companies at the growth stage.

WHAT MOTIVATES YOU TO WORK?

I am fortunate to meet some incredible entrepreneurs and key stakeholders in the business fraternity and government bodies. The eagerness to grow their venture and make more impact motivates me to get my problem-solving hat on, gather my resources and people, to make a difference.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

We are in the business of constructive criticism. Acknowledgement of our inputs by our clientele is the most satisfying aspect of business advisory. The challenge is building a consistent streamline of income that helps us achieve speed and scale. We are working on that by creating 'plug and play' automation led services for MSME.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am in the business of strategic thinking, logical approach and analysis. However, I credit most of my progress to Intuition. I try to strike a balance with my spiritual practices to cultivate intuition as an empowerment tool to use in daily life and critical times.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Critical Thinking is essential, unbiased analysis and evaluation of factual evidence. Its important to be an open-minded person. That comes with having a growth mindset. Just know that, your mind can be trained to be the best at anything. Your likes and dislikes, habits, skillsets, can be upgraded, you just have to train your mind to do so. On the contrary, people with fixed mindset tend to stay with the same habits and personality for several years. They don't grow out of their comfort zone.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

That got me thinking, having a humanitarian approach as a lifestyle. Spending my special days like birthday with less fortunate ones, packing my favorite meals to give it to someone in need on the way back home or spring cleaning my wardrobe to donate to charity every season. Besides, I must mention the most fulfilling is to be able to rescue animals like birds, squirrels, cats and dogs. They shower you with so much gratitude its unbelievable. The pigeons and squirrels I've rescued come find me after getting released from foster veterinary care.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Post pandemic, I can see clients with more focused approach to growing their business via diversifying to emerging lines of products and services. Technology as a tool for efficient operation isn't debatable anymore. Investors are more keen to look into Alternative Investment Funds, thats so important for a developing economy since the money is used to build other businesses rather than just sitting in the bank.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

What we are selling here cannot be seen or held in hands, that's the biggest challenge. How do you align with your clients' goals and create deliverables that helps him trust you to pay. For me personally, the challenge has been to find the clients, who have been men mostly, to just see me beyond my gender and age gap. The ones who would be ethical enough keep it strictly business and not expect any "special" favors.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Just keep moving forward with your goals. Remove the distractions from your life regularly, people who don't pay on time or help in your intellectual & spiritual growth. Value your energy and time, invest it since its a limited resource.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I can see my ultimate vision and mission taking shape in near future. We are increasing our focus towards a Green Economy, Sustainable Business solutions and the application of deep technology. It's exciting to note that the world is moving in this direction at an exponential rate. I can foresee some drastic changes in the world within 5 years that will make Climate Change Mitigation and Adaption an essential topic to be incorporated by individuals, corporations and governments, similar to the paradigm shift in Digital Economy within one year due to the COVID-19 pandemic.



VIRENDRA SHARMA

PERSONAL BRANDING : KEYNOTE , TEDX
SPEAKER & INFLUENCER

KEYNOTE & TEDX SPEAKER | CORPORATE TRAINER &
STARTUP MENTOR | INFLUENCER & MOTIVATOR

Holding PATENT for the "A UNIVERSAL HEALTHCARE SYSTEM AND
METHOD THEREOF"



Working as a Volunteer role of Mentor of Change-AIM, NITI AAYOG,
Govt. of India.

Invited for Tedx Events 4 times and 21 times Keynote speaker and 10 times
Guest of Honor for the various Start up Events and Judge as well

Completed Training to various audiences of 10,000 work hours and more
than 3,50,000+ lakh people influenced by the corporate trainings in
various domains

Founded and runs a social media page of DESIRE to impact various maid
children or under-privileged children who desire to study

Worked and imparted Core Tech Training to RAW (Govt. of India)
and CAG (Govt. of India)

 [virendra-sharma-214bb533](#)  sharma26vire@gmail.com

 [Veershine Foodzilla](#)

 [Divine Feel](#)



Virendra has pledged to
grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a Motivational Speaker in India, Youth Mentor, a TEDx and Keynote Speaker, Corporate Trainer, Life Changing Coach, Start-up Mentor, highly experienced Technical Trainer and arising inspirational YouTuber that incorporates a boost of confidence into individuals, corporate teams, college youth, budding entrepreneurs and organizations with my valuable content in refreshing style for business and personal growth.

Starting my career with B.Tech in IT followed by the distance learning MBA from SIBM Pune. Out of curiosity and passionate to learn and grab the things he did Business Model detailed program from IIT-Delhi and then provided his research project to IIT-Delhi that luckily got shortlisted and the project got converted to a Startup. In my career being software developer, I was not given the opportunities to showcase my skill set and also I was demotivated that I can't deal with work but the cruel reality was I was just slave for my team manager, not a good quality resource who knows his expertise well. To fill this gap and other learners don't face this situation I started as a Trainer, Coach and a Motivator.



I have been very shy since childhood and always been a back bencher. I was so shy, even to interact with my own friends around. I never thought that in my dreams even that I will be a speaker one day. My first love is technical domain due to which I love to train in tech skills and second love to interact and socialize due which I turned around to be speaker by chance.

My offerings are engaging, motivating & thought provoking to bring lasting desired results. My key areas of delivery are Technical, Social, Spirituality, Entrepreneurship, Creativity and Psychology which he has delivered to hundreds of prominent organizations, including many Fortune 500 companies, top universities and colleges across many countries like Canada, Malaysia, Singapore, & USA resulting in intangible results and performance in employees and operational excellence. Gaining more than 11+ years of deep experience has empowered more than 3,00,000+ people with 200+ corporates, 100+ colleges and countless sessions, seminars, workshops and events.

Currently I am also associated and shortlisted as "Mentor of Change" for the Atal Innovation Mission (AIM) that is a flagship initiative set up by the NITI Aayog, Govt. Of India. I have trained many schools under ATL Labs and has provided his valuable guidance and support to students and teachers. I am more engaged in the start-up eco-system and mentored more than 10+ start-ups with 'Startup India' and other agencies.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

At night just collect the plans to execute next day and planned to do what task at what time makes me wake up early in morning.

My ability to push boundaries, stay focused and power to re-mobilize, makes me always refresh and energetic throughout whenever I get up every morning. I have been through many hardships, problems and incidents in his life which at some point of time I decided to leave everything and isolate myself but my strong belief on mythology words in 'Gita' and attachment to spirituality completely turned me into a different person, once can say like 'Phoenix'.

My passion lies firmly on three pillars: Firstly, enriching youth in building and improving their thinking, mind-set and their hidden underlying talent and skills, Secondly, mentoring individuals and guiding in their quest for technical trainings, enhancing and shaping their career, Thirdly, hunger for knowledge whether it belongs to any domain and sharing that pieces of information with the people around him."



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Coaching, Mentoring and Training.

Satisfaction because this is my passion to do which I can do 16hrs a day as well and feel never exhausted.

Challenging: When I step into their shoes and understand the doubts they have and how to make them overcome so that they face it again. To make them feel the power of positivity inside them is the biggest challenge.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

- Overcoming your fears with positive mind-set.
- Never stops learning whether you are interacting with old-grey haired person or small kid.
- As a person, I understand the importance of taking risks and pushing yourself to the limit. But also the fear that comes along with it. We need to be mindful of the consequences, yet never stop striving for our dreams. Everyone has different reasons for wanting to become best version of themselves, and it's important to understand those reasons and use them as a driving force.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

- 1) Don't look into past and critics that stopped you or don't even think about your failures and don't ever feel jealous of someone growth.
- 2) Be ORIGINAL and start doing it right away. Don't wait for the right time or the right people. Once you start moving on your path people will start following you and will join you in your mission.
- 3) Don't start revealing your ideas and plans to others until and unless you achieve them.
- 4) Don't fear to take challenges and if you take them then don't move back.
- 5) One thing you should know that pressure and stress cannot make you take wise decisions but it will always provoke you to take wrong steps.

The type of the person we need to be is - to absorb the positive vibes and to reflect/stop the negative vibes from the people around you. The more you invest into yourself the better version you come up with the time.

For me, learning and experimenting followed by planning with execution in a streamlined manner adding the flavour of hard work and a pinch of past experience into it will lead to success. Success is not a night activity it takes time and a long time. Sometimes you have to be patient in a lot of situations and not to lose temper if something doesn't come your way.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

- Playing outdoor sports to calm my senses and reflex my body.
- To meditate early morning to keep my mind always full of positive cosmic vibes.
- Cooking some special kind of dishes and promote in form of video on my YouTube channel
- Socializing with the various communities I joined in my locality and NGO
- Reading 'Bhagwat Gita' and 'Shiv Puran' after meditation in some lonely place.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The magnitude of the long run losses associated with the disruption in education and training are truly huge. Most of the public and governmental attention has focused on short run issues of unemployment and business closures. All of this means that ultimately, the post-COVID workplace will require skills and abilities that may have been marginally important or even non-existent in the world before COVID-19. This will require a change in the 'what' for employee/employer work-culture. Besides, for various reasons, many firms did not accept distance and on-demand training earlier. The common apprehension that these formats can't mimic the engagement of live, in-person training; could be a possible reason for that. But with the world coming to a halt, organizations are forced to shift the training and other activities to remote and on-demand workings formats or else not have them. Many have begun to realize that these formats' disadvantages are not as poor as they might have feared.

This sudden shift has also brought in enormous opportunities for telecommunication technology providers. New and improved tools are being introduced and are likely to continue to be introduced into the market.

With virtually everything uncertain, organizations are exploring multiple digital formats to get their tasks back on track. A shift toward digital solutions will undoubtedly be an intelligent decision.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Problems are there in every profession or field you opt for but it depends upon you how you solve it. "Sometimes I feel so fortunate that I choose this Speaking/Educationist profession because when you train your learners and other people and motivate them for life ready situations that is the biggest gift which I get in return when they say that I am the role model for them".

I care about making sure they do what they need to do under my guidance to achieve what we set out to. I want to see them win.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

"As I always say that "Think beyond your limits to achieve success" means work and push yourself to that extent where your limits are ending then you will land up on your targets"

- Don't restrict yourself to one thing it might be you are not doing good in this thing and maybe some other domain/ role/ area is awaiting for you to come and grab that. Don't quit if you fail just try, try and try

- Never stop learning and keep on grabbing new opportunities even if they are tough to achieve just take that and work hard. Challenges don't come your way, but those are grabbed. Don't fear from failures.

- Keep on moving, don't think or wait for others to join you on your journey. Accept the negativity from surroundings that will be acting as an internal flame for you to keep you burning from inside and make your moves fast.

- The best thing that I could have done to propel my success is to learn, learn and learn that gave me the results that I desire.

- Chase your passion and don't see dreams just LIVE them.

"NO GAIN WITHOUT PAIN"

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS


Yes various future plans are there but I feel let the success make the noise rather than to disclose before. As I said above "Don't start revealing your ideas and plans to others until and unless you achieve them."



MEHAK BATH

MEDICAL DOCTOR

An MBBS graduate, currently working with inmates regarding mental health and deaddiction while pursuing a post graduate diploma in mental health

 @mehakbath



*Mehak has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I belong to Phillaur, which is a rural area in Punjab. Grew up in a boarding school in Mussoorie. Following this I pursued my MBBS degree and became a doctor.

In Jan 2021, I was offered the job of a Medical officer in a central prison in Chandigarh and I have been working with the incarcerated population. I primarily deal with deaddiction of inmates with substance abuse disorder.

Along with this I am doing a Post Graduate Diploma in Mental Health and studying psychology. Recently got admission into a doctorate of clinical psychology program in California.

I aim to work with incarcerated population and towards general mental health promotion

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

I believe I am amongst the privileged few who have the opportunity to work to make the society a better place. I aim to modify the lives of a people who in the past may not have made the correct choices. I am motivated to provide the inmates with the insight and resources that they need to be able to change their lives after being released from the prison.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The most satisfying part would be seeing the results of my efforts and treatment first hand. It is encouraging to see patients recover from addictions and grow into responsible human beings.

The most challenging part I would say is not having a bias towards inmates. I need to sometimes keep my personal feelings aside and look beyond the crime they may have committed. Giving them a second chance becomes specially tough when you know the gruesome details of their past.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

Ever since I was a kid, I was weirdly facinated by law and its voilation. I would drag my dad to go with me to the police station to see if they had caught any new person. I also considered being a crimminal lawyer for a while.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I feel empathy is very important. You have to be kind, hate the crime and not the criminal. At the same time there is a balance you need to maintain when it comes to dealing with inmates. One has to be able to hold their own and be stern about their opinions else its very easy to get intimidated.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I love dancing, always have. I also love reading books. So at any point in time, you will always see me enrolled in dance classes and with a book on my bedside table.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The pandemic was a tough time for us especially. Being a doctor who was working along with the police was a double whammy. Apart from that since our services fall directly under the UT Govt., we were well taken care of economically.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

My biggest challenge has been working as a Medical Officer in a place where I am the youngest employed person. Having this rank at this stage of life is an honor but it comes with challenges as I am sometimes overlooked and undermined as everyone else is much older to me.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Everyone should look towards finding their passion and turning that into your career or at the very least keep an outlet from work where you can pursue the things you love.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I have recently gotten admission in a doctorate of clinical psychology program in California and hope to study forensic psychology.



ELISHA SAIGAL

BRAND ARCHITECT

The brand strategist behind several homegrown brands in India and responsible for pivoting international brands positioning in India. Like Sula Vineyards, FILA, Qua Natural mineral water and many more

Listed in Vogue 100 influential Indians

Recognized among LuxeBook 50 Power Women

SheThePeople Leadership and Branding

📷 @elisha_saigal



Elisha has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

To me concept, strategy and execution are most critical for any brand's success. At 17, I took up my first internship at Bathfitt, a sanitaryware showroom for sales and window display, window display led me to my second internship at Design Temple. It is here that I understood aesthetic and the importance of design in every aspect of business, the project I worked on, won the best booth design in Australia and that led to the founder offering me a part time job with college. I did this for a year and I enjoyed it a lot. At this point, I wanted to be sure of what I would be doing 10 years from now, so I could pick courses or was BMM from KC College enough. I then went on to work with a PR relations firm for 5 years. And decided to embark on my entrepreneurial journey in December 2007. Hard work pays off, because the minute people heard I was starting, I had brands reaching out. Our first client was Henry Tham, we went on to launch all their products uptoil Foo [over 10 years], and our first fashion clients were Varuna D Jani, Satya Paul & Mod'Art International. It is the concept of wanting to make it on my own, that enabled me to create the strategy for it and work towards my entrepreneurial journey.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

I believe people always remember how you make them feel, drawing inspiration from that, the most exciting part of work, is the ability to create and build ICONIC homegrown brands, reshape the legacy of international brands in India and assist in launch strategies of brands looking to enter India. It is the feeling of creating a legacy of ICONIC brands, that gets me out of bed every morning.



WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Research, well read, solution oriented and resourceful

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Reading, travelling solo and yoga.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The pandemic has been the best CEO, CFO, Business Consultant, mentor and more. It has enabled positive change and removed redundancy.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

The sector looks very glamorous from the outside, but there is a lot of hard work and real time thinking that is needed. Often people are unable to cope with the hard work that makes the job look easy.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Never lose the sight of the goal. The strategies to get there might evolve, but your goal remains unchanged.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

You will be seeing a lot more brand and campaign strategies coming out of El Sol Strategic Consultants ranging from FMCG, Education, Lifestyle, Technology and Technology first businesses.



PRATYUSH MULUKUTLA

CO-FOUNDER AND COO
DATABEAT CONSULTING

Entrepreneur, Mentor, Consultant

Built a successful and profitable company with over 150 employees, the 4th fastest growing technology company in India

Was Chief of Staff for Consulting at Deloitte Consulting, a practice of 15000 people

Defined Analytics strategies and roadmaps for Fortune 100 firms as a trusted advisor to their CxOs

 @pratyushmulukutla  pratyush@databeat.io



*Pratyush has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I'm the COO and Co-founder of DataBeat Consulting, an Analytics consulting firm with over 150 employees which has been the 4th fastest growing technology firm in India (Deloitte Tech Fast50 2021) and ranked 41st in APAC Technology Fast 500.

I have over 16 years of consulting experience with a focus on developing advanced analytics solutions and products across industries. I have played pivotal roles in leading several programs to global innovation awards. Prior to starting DataBeat, I served as the Chief of Staff for Deloitte Consulting, a practice with over 15000 employees in India.

I have published several papers on data and bridging the digital divide in leading publications and have won many awards through my professional and academic journey for excellence such as "Outstanding Performer of the Year Award" (given to 1 among a practice 2000+ people) in Deloitte, Pratibha scholarship award (for merit at state level) for academic excellence.

I have a PGDM from IIM-C and has a bachelor's degree in Computer Science from IIIT Hyderabad



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The one thing that I like about a Consulting career is the ability to groom people around you. I was fortunate to have had mentors through my career who have guided me and supported me in my corporate and entrepreneurial journey. What I relish the most and find satisfying about having an own company is making people believe in a shared vision and trusting their careers with me. I have always strived to create an environment where people feel inspired, engaged, and included.

Apart from working with clients in corporate sector, I take immense pride in the fact that we are also starting to create impact with the public sector where we are building the foundation for generating insights into decades of data and helping predict events, which will bring the country to a data-driven decision-making path.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The biggest challenge in a consulting career is the wide variety of business problems you'll have to tackle and solve for your clients as no two clients are the same and that is also the most satisfying part of the journey - having to learn and upgrade skills for every different program or project and being able to solve complex problems.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I'm the father and coach to an 8-year-old tennis champion, who is aspiring to represent the country in the future and has won 7 tennis titles during his fledgling tennis career.

I'm also an avid sports enthusiast and have competed and won at a professional level in Tennis, Badminton and Table Tennis through my academic and corporate career.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

An individual with a passion to succeed, an ability to see the bigger picture of any problem beyond the tasks at hand, the will to forge ahead despite overwhelming odds, the ability to attract the best teams, challenge them, and with an instinct to redirect their trajectory.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Family, tennis, movies – I am really proud of the fact that I have managed to stay true to my passion and hobbies outside of work and maintained a balance across the different priorities in my life on a day-to-day basis, despite the pressure and temptation to compromise and focus only on work many times.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

As with most businesses during the pandemic, there was a sudden dip in revenues and the pipeline vanished in a matter of weeks of what was looking like a solid growth year again. We pivoted into building pandemic related products and solutions (e.g., contact tracing, mask detection using video analytics, SaaS based products etc.) which kept the revenue from crashing entirely and the skills imparted to our teams set us up for bigger success once normalcy resumed post pandemic.

One thing that businesses have learnt surviving through the pandemic is to be nimble and pivot into adjacent areas as needed, while constantly keeping a close watch on changing client preferences.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

In an age where unicorns are born every other month, building a profitable and sustainable services business almost feels like a misfit. It is always a trade-off between organic growth vs. scaling quickly, being calculated risk takers vs. risk. I am a calculated risk-taker, and my objective is to build profitable and self-sustaining businesses while being responsible for my clients, employees and other partners. We invested our initial years into building a niche in the digital media industry which was a white space and where 90% of our clients stayed with us over our 5-year journey. As our client base and their trust in our capabilities grew, our clients asked us to tackle more and more areas of their business. We had to pivot around our skills, build new skillsets and still deliver with the same quality we have come to be known to.

Towards our push towards future waves of growth, we expanded into other industries (Manufacturing, Consumer Products, Public Sector) and markets (Australia, Middle-east). While we continue to have a stable and growing client base in Media, we are making quick strides in other industries with some of the big names coming on board as clients and setting stage for our collective future.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Passion, discipline and being able to stick to your values in the face of both opportunity and adversity are qualities that will set anyone apart. Genuinely thinking about the best interests of clients/customers and finding the best possible solution to a given problem is one. I have been able to follow this principle regardless of whether the best solution meant me walking away leaving money on the table or investing additional effort and money to deliver beyond what is expected.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

As we get ready for the next wave of growth, our plans include launching our analytics and insights products. Our core focus, however, is on continuing to ensure tangible value creation to our clients through our outcome-based delivery, building deeper capabilities around cutting-edge technologies and build a strong culture within the firm that fosters employee engagement and innovation.



AARTI PATIL

SERIAL ENTREPRENEUR

FOUNDER & MD, FOODFADKITCHEN

Founder & CEO of Foodfadkitchen which was started from scratch focusing on traditional cooking methods, has served more than 9,800+ customers

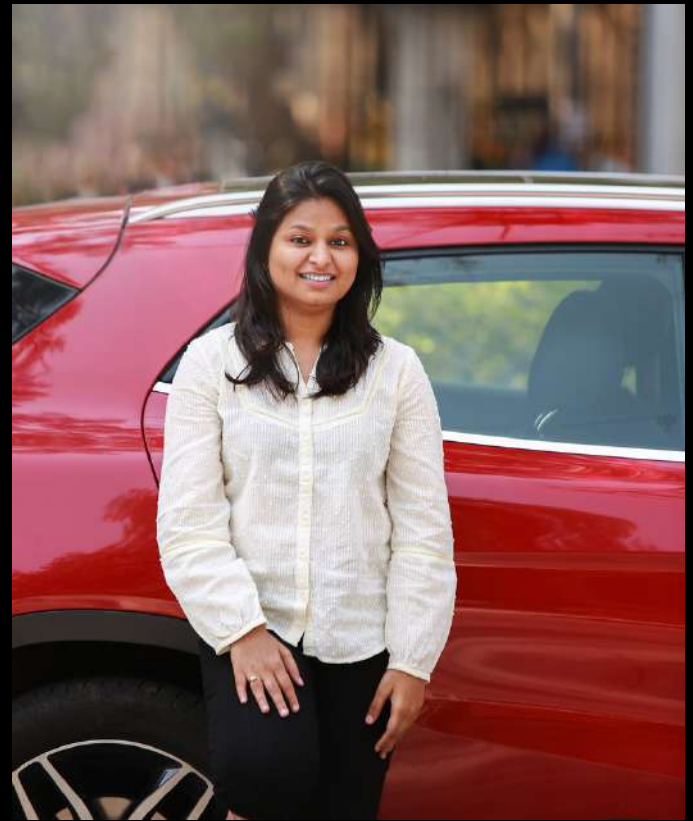
Gold Medalist" in Sales at Aviva India

"Role Model 2018" from Abs fitness and Wellness Clubs

Certified "Financial Modeler" (CFM)

Certified "Speaker" from XtraOrdinary Speakers Academy - Championship in Athletics & Sports

 www.foodfadkitchen.com



Aarti has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

A versatile ambitious entrepreneur prepped to take on challenging opportunity to build the business from scratch. I am a hard working person with a practical hands-on approach, who always works to achieve the best result by imposing my creativity, leadership role, dedication, knowledge, skills and experience to scale up a startup to reach higher levels and achieve organizational goals.

A self-made business woman who embarked my journey with F&B business and catering to 5000+ health conscious people creating awareness about food people consume on a daily basis, because for me every bite count and its should count to good health and Foodfadkitchen runs on these values and vision.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

Being a foodie at heart driven with a passion of helping people eat the best food that can make wonders and drive their bodies to full potential.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The most satisfying part is to have an insatiable curiosity to sustain a serial entrepreneurship to start new businesses in different verticals to promote food, health & fitness, travel & tourism. The challenging part is not only to build businesses, but in the process to impact the world and help people & planet to trust and believe in themselves by not settling for anything less than the very best.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I believe I have a superpower of understanding human psychology, which has been an essential tool for my success.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

"Education is not the learning of facts, but the training of the mind to think."

According to me the most crucial skills are Critical thinking, Leadership, People Management, Adaptability & Accountability are the key to succeed. You need to have a cultural understanding for positive interactions, better collaboration, and truly diversified conversations as it is highly essential for modern life.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am an ardent animal lover and that is something I am irrationally passionate about!!

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

We both agree that the pandemic has affected the industry and the economy has taken a huge beating, however, it has drifted us to new avenues of online marketing which is the key parameter to create brand awareness for consumers.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

In view of the unorganized F&B sector raging a price war is very difficult to deliver traditional high quality food at competitive rates. The biggest challenge is to train and retain skilled labor to maintain consistency in our deliverables.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

One in a million gets a spark to start a business with minimal support and that's something you should elude and stay on course. In order to stand out and perceive your dream is something that you should relentlessly work for. So be the one in a million and never give up.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Last but not the least since we have already imprinted our foot prints in food, health & fitness, travel & tourism. Moving forward, we are leaping into e-commerce, FMCG products and extend our vision globally.



DHARA KAPADIA

ENTREPRENEUR
MANGO JUNCTION

Setup her own start-up Mango Junction - for selling of natural mangoes in summer

 @dharakapadia2021



*Dhara has pledged to
grow trees and help protect our mother earth*

**WINNERS
2022**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

After pursuing my alternative medicine degree, I successfully completed M.Sc in Clinical Research from Cranfield University in the United Kingdom. I worked for a Multinational Organisation at Cambridge, and thereafter I moved back to India. I started a new journey as a homepreneur and my start-ups are - Mango Junction & Natural mango selling in summer and "Happiness is Homemade & Homemade sweets, treats and more.

WHAT MOTIVATES YOU TO WORK?

Every morning I wake up with a smile on my face to welcome a new day. Furthermore, I get influenced by my motive to serve the best to society and nation. I reckon I have wonderful people to work with, and that gives me strength to discover new potentials in market.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Every industry has their own pros and cons and health and food sectors are not an exception. Once you get involved into it, you will learn about difficulties on a path, and gradually you will grow to solve those problems. For me, to find out the right vendors to give sustainable supply of quality products with reasonable price was the most challenging part. On the other hand, I like to expand my business network, and my work has given me an immense opportunity to meet knowledgeable professionals of various fields.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I keep my life simple. I design my whole day where I get enough hours of sleep, nutritional meals and required exercise. Since Childhood, I am very much into sports and arts. I played numerous State and National levels volleyball competitions during school years. If I talk about visual and performing arts, I won several drawing and traditional garba dance competitions as well.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

One must be ready to work at ground level. During Summer, every day I lifted heavy mango boxes by myself and arranged them in store room. Moreover, handling customers & specific requirements when they come to buy homemade sweets/treats from us is essential. Listening to consumers queries, and to personalise products as per their needs is crucial to build strong relationships.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I believe 'Strong is the new pretty'. So, I keep my health—both physical and mental at paramount. I enjoy yoga, meditation, aerobics, zumba, kickboxing, cycling and gym workouts. Apart from that, I also write poems and do Henna art. In leisure time, I test my culinary skills and try new recipes, and sometimes I don't even have a name for a dish I cooked. I also like to support less fortunate children and adults by providing them study books, food, clothes. In Corona phase, we provided groceries and cooked meals to labourers and day-wage earners in my city.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Globally, the pandemic has detrimental effects on most of us personally and professionally. However, I believe that the phase will be over soon, and we will surely recover our business losses by working more and support each other to overcome this situation.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Personally, I feel one has to be self-motivated and disciplined. New business development from home is a big challenge. I took ecommerce platform to attract more customers and increase client base. Furthermore, mouth to mouth publicity has also played a key role in my business expansion locally.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

"Walk alone". If you don't find a helping hand to support you, but you believe your instincts to achieve what you have dreamt of, just work with positive healthy mind and body, and I am sure that you will reach your destination.



ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Firstly, I am going to be more active in social media marketing in India to launch new homemade products and Secondly, I will pursue continuing professional development programmes in fitness, food and nutrition field, with in focus to start fitness classes with healthy diet approach in near-term.



FARZAN GHADIALLY


INVESTMENT BANKER , AUTHOR , MENTOR
& COLUMNIST

Helps young aspirational entrepreneurs in India raise capital via public as well as private markets and guide HNI and UHNI investors invest wealth across asset classes in India & overseas

Appointed as a Mentor of change under the Niti Aayog

Appointed as the mentor with Atal Incubation Centre Rambhau Mhalgi Prabodhini Foundation

Mentor with incubation cell IIM Sirmaur

 @farzan_ghadially



*Farzan has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am the Senator – India for the World Business Angels Investment Forum (WBAF), an affiliated partner of the G20 Global Partnership for Financial Inclusion (GPII). As a Senator my role includes helping the start-up / early stage companies along with SMEs to rise to a global scale, leveraging the WBAF network across 111 countries around the globe.

I am also a mentor with the Atal Incubation Centre a leading Incubation Centre supported by the Government of India. I am on the mentor board of the Incubation at IIM Sirmaur. By profession I am an Investment Banker with experience in the financial services industry in India and overseas. I am a member of the prestigious MDRT (Million Dollar Round Table) club and has been a TOT (Top of the Table) and COT (Court of the Table) two of the highest accolades for financial advisors. I have been a speaker at many international and national conferences on personal finance, private equity and family office.

I have authored two books “Investing in Turbulent Times” and “Investing in the Turbulent Decade That Was & Beyond”. I also write in leading financial newspapers including the Mid-Day where my column features every Monday in the finance section.

I am a visiting faculty in leading management colleges like S.P. Jain, NMIMS, Welingkar etc.



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The financial industry has been a roller coaster ride pre and during the pandemic. The stock markets around the world crashed and so did the Indian markets. However post the third week of March 2020, the stock markets and overall financial markets have had a one way run-up and have touched all-time highs. The disconnect between the stock markets and the broad based economy has been very much present but has been amplified during this very turbulent period for the world and the Indian economy.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Deficit of trust in the financial domain is the issue that one faces the most, as time and again honest hard working tax payers have lost money in the capital market due to wrong practices followed by market intermediaries. The single biggest USP that I bring on the table is a Trust factor. With Good Thoughts, Good Words and Good Deeds I create a bond of trust which my clients cherish the most and is something that most professionals lack in this field.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Do what you love; make your passion your work. We are blessed to be born in this great country; country that is gaining its past glory and becoming a world power once again. Irrespective of the profession, nature of work and location one is in India today, the time has come for each of the billion plus Indians to shine and bask in glory.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I am blessed that I am born in India during the best possible time. With India growing leaps and bounds and progressing from a developing to a developed nation. I look forward to contributing professionally, socially in every possible manner for the growth of my country. Helping my fellow countrymen in every possible manner by spreading knowledge, expertise that I have gained over the years by acting as a catalyst for growth in the economy, increasing the per capita income and creating a platform for overall job creation, fostering entrepreneurship and innovation and most importantly installing a sense of pure love and nationalism towards India.



GURVINDER KAUR

CELEBRITY CHEF
& INTERNATIONAL SOCIAL ACTIVIST
DIRECTOR, JAIKARA (UK)


She setup her start up brand called NEKKI Officials in 2020 to empower Women tailors who suffered the most in the pandemic who were struggling for their basic necessities for their families & managed to help more than 30 Women tailors..

Got featured in many Cookery shows including Colors TV UK

Acknowledged by Haryana Government for Beti Bachao, Beti Padhao

First Asian who raised awareness about Menstrual hygiene and Period Poverty in UK Parliament

Raising awareness about Menstrual hygiene since 7 yrs

 @chef.gurvinderk



*Gurvinder has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

My name is Gurvinder Kaur. I'm an International Social Activist, I was invited in the UK Parliament twice in 2018 on a UN Social day and got a chance to give a speech and address the Member of Parliament and UN Secretaries about the alarming issue of Period Poverty around the globe. There, I got lot of appreciation and acknowledgment for my Social work in India.

Along with that I'm a Director (India) of a UK based NGO called JAIKARA ORG, working closely on Taboo issue like Mental Health, Menstrual hygiene etc.

Recently I have curated a Leisure Wear Brand named NEKKI OFFICIALS where we support & empower Women Tailors to have a better livelihood and a sustainable earnings. We aim to spread happiness through our Garments & goodness (NEKKI) through our small act of kindness while touching many lives of our Wonder Women NEKKI Team.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

Honestly, the zeal that my Women Tailor Team carries makes me wonder how blessed we are with all the amenities around us and we sometimes we still creep about every little thing which we don't have.



And these beautiful people are so happy with small things, even sometimes a review from our Clients make the happiest for the rest of the Day.

So they motivate and encourage me to do more and more so that we grow together while holding hands together.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The thing which I love the most is that "the creativity has no boundaries or limitations". Most importantly our brand is a Leisure wear which is very close my heart, since I always promoted "SELF LOVE - SELF CARE" nothing is more vital than that. If you're happy from inside then only you can Take care of your loved ones.

There is nothing which I don't like but the Online store doesn't have any working hours so our Clients expect us to reply to their messages any time of the day, which is sometimes very challenging.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

That I love learning ... anything, anytime and from anyone. I love to observe people and learn various things they know like recently I learned hand embroidery on a fabric from one of our youngest team member.

That I love adventure, travelling, driving and spending time on the beach just love the me time which I hardly get these days.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

The most challenging thing would be the Time management since Online store has lot of demand as your Social handles has to be updated most of the times. The collection has to be trendy yet elegant. The demand and supply of the fabric has go hand in hand.

Therefore, managing Social and Personal profiles together has been quite crucial.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Cooking is something that I love the most. I have done couple of TV shows on Colors TV UK, PTC channel, Living Foods etc, also have shared TV screen with many Celebrity Chefs including Sarah Todd, Chef Rakhee Vaswani, Ranveer Singh, Chef Harpal, Saransh Goila.



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The clothing industry has been effected the most or I would say the Labours are effected the most due to the pandemic since they were challenged to survive without work and food in their houses. That was one of the major reason why we started NEKKI OFFICIALS.

During my visit in Delhi during pandemic, I met with a group of Women Tailors on road asking for work in each house. As they didn't had any grocery in their houses which made them come out on streets to ask for work for their bread and butter.

Post pandemic the situation is still not that good but it's improving day by day. The ladies are happy to have enough work which sitting at the comfort of their homes and taking care of their kids too.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

The major problem in Online business is the delivery. We completely rely on the courier services and sometimes they do messed up some of our important Orders, especially when it's somebody's Birthday or a special occasion and they have curated their Personalised garments then we have lot of pressure to deliver them on time.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Believe in YOU that's the most beautiful thing you could do in your life. Understand your intuitions, they always guide you through the right path.

The happiness which you have been searing around is actually right there in front of you, just try "A SMALL ACT OF KINDNESS A DAY" and your Life will change forever. Spread happiness but don't forget to stay happy from within.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS


Our vision is to make NEKKI Officials an International brand where we can empower the Women Tailors globally and could show the World the real power of women who support each other and grow together.



HEETA PARIKH

FOUNDER & CEO, SILVER SPUN BRAND SOLUTIONS

Silver Spun is one of the youngest and fastest growing PR firms in India

 @silverspunbrandsolutions



*Heeta has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I have been a Mumbaikar all 36 years of my life or rather a South Mumbaikar and commuting beyond Bandra seemed like a never ending battle until I started my first job at Big 92.7 Fm. During my early years, I was schooled at Queen Mary High School, followed by a degree in commerce from HR College of Commerce & Economics. After my "cocooned" life till graduation, my first tryst with destiny was getting a Degree in Business Management from Mumbai University and getting placed with Big 92.7 Fm. I always aspired to build a career in the field of Media & Broadcasting and this opportunity was a dream come true.

Five years into being a media professional (hopping jobs in pursuit to find that perfectly satisfying job) I realised that doing a 9to9 job is not my calling. A thought that kept disturbing me throughout was why should I make a million bucks for my employer and settle down for a salary instead which was peanuts in comparison? That's when I realised it's time to stop dreaming big and to take the plunge. I quit my job in the year 2013 and took a break for a year and a half. Finally, the big break came in 2014.

I aspired to start an Integrated Marketing & Communications firm and expressed this to a close friend from college. He insisted I attend his exhibition where he would put me in touch with a few clients and I could pitch in for some strategic Marketing initiatives.



With a lot of efforts, I managed to bag my first project. It was setting up leads for a mobile accessory brand through tele-communication which of course, had nothing to do with PR. I took it up thinking that I need to start somewhere. The next big break came, in the same year, when another friend recommended that I pitch in for representation for a newly opened eggless waffles store. At that time I didn't have anything that would support my pitch. No brand name, no logo, no office, no staff, nothing at all. However the only thing I had was CONFIDENCE and with that confidence I managed to win the account. Since then there has been no looking back! From one to many to multiple projects.

I started my entrepreneurial journey as a lone soldier who had converted her living room into a makeshift office. As and when business grew, I hired interns (some of them are now working full time with me) and the team expanded from one to two to three... I realised the time had come to invest in an office space. Finally in the year 2017 I found an investor who was willing to invest in my business venture. He invested in an office space at A/C Market Tardeo which could easily accommodate 10 people. The investor is none other than my Father. :) An investment which is an expensive one but still priceless!

That's when the real journey started, the real spin, the Silver Spin.. 3 years working full time with a team, today the business has grown 500 times, serviced more than 100plus clients and I can proudly say that we are one of the known agencies in the city. :)

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

Hunger! I wake up hungry, hungry to achieve more. Each new day is a new start, a new idea that has to be implemented, a new strategy that has to be spun to reach new heights. I feel every successful deal you concluded or every successful execution of a campaign is a "two second fame". You need to restart each day, each time.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

When a campaign is executed well and we have completed all the deliverables, it is immensely satisfying. If it doesn't go in that direction then it is certainly challenging. Our business depends on our relations with the media industry. We are dependent on that and to strike a balance between the client and the media is challenging. Hence each day is as much challenging as satisfying.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I think if one can read between the lines then they know me beyond my profile, and much beyond the CEO of Silver Spun.



WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Communication! You need to communicate not only correctly but also the manner in which you communicate is important. Imagine having a situation where a feature story for a client has gone wrong? How do you tell the journo that his story is not upto the client's expectation? On the other hand how do you pacify your client? This situation multiplied manifold in a regular day scenario.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

There are many faces to my personality. I love occult sciences. I have studied numerology, a little bit about vedic astrology and at the moment I am studying KP astrology. I love cooking too. I feel its therapeutic, at times. Not many know that I am compiling a book of my recipes which I curated during the lock down. Hope it sees the light of the day soon May be then you can prefix Author/to my name apart from Publicist.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Pretty bad. A lot of journalists have lost their jobs owing to the newspapers and other media shutting down. A lot of PR agencies are out of business and have fired their staff. However it's getting a lot better now..there is a lot of improvement.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

I don't see any major issues.. maybe some operational issues. Thankfully, I personally didn't face any major challenges in the last 6 years.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Believe in yourself. Focus. Work Hard. Persevere. This is not just so called "gyaan". If you actually apply these principles in the same order, you will definitely have a high probability of success. Firstly believe in yourself that you can do it, next focus on the plan you have set to achieve, work hard towards achieving your goals and persevere till you don't succeed.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Silver Spun Brand Solutions, as the name suggests, is a platform that aims to provide all the Marketing & Branding solutions that a brand requires ie PR, Social Media, Design, Content & Alliances . While we already have a hold on our PR & Social Media verticals the other verticals will start eventually.



JASON FERNANDES

FINTECH SPECIALIST

Early evangelist of Blockchain and Cryptocurrency, Jason has been writing and speaking about the technology since 2013, well before India's first Cryptocurrency exchange was launched

He was conferred with the Karmaveer Chakra Award (a global civilian honour awarded by the U.N. for relentless courage), for his work in social and financial inclusion

Co-invented and patented the world's first Network DVR in 2007

 @thejasonfernandes



*Jason has pledged to
grow trees and help protect our mother earth*

**WINNERS
2022**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am an entrepreneur, blockchain speaker and crypto analyst. As a teenager I founded the internet portal ZeoCities.com, non-profit LDKids.org and wrote for CHIP Magazine. Later, while studying at the University of Texas, Austin, I co-invented the world's first legal Internet-based DVR, RecordTV and was part of the founding team at Perceptivel (a company that developed ECRM software for Fortune 500 clients).

WHAT MOTIVATES YOU TO WORK?

My broad motivation would be having the greatest positive impact for the maximum amount of people. Right now that would definitely mean banking the unbanked/underbanked. India is the second largest unbanked country in the world and the banking sector here is ripe for disruptive innovation. There is also a deep inequity in the developing world that is perpetuated by the downtrodden not having access to basic banking services and I think this is a problem that could find its solution in technology

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Working in the blockchain/cryptocurrency industry puts me at the cutting edge of global revolution that is decentralizing finance and democratizing innovation.



Blockchain has the potential to be truly transformative technology and I've seen this once before, during the rise of the internet. While I active professionally at the time, I was ill-positioned to play as integral a part as I would have liked. What really drives me, is Blockchain's ability to eliminate middlemen in several industries leading to potentially greater efficiency, transparency and could even lead to the elimination of corruption.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

Given my work and interests thus far, most people assume I graduated with some sort of technical degree however in actuality I am somewhat of a politics junkie. While at college at the University of Texas at Austin, I majored in Government with a minor in Business. Moving to the United States just before 9/11 and having lived there during the Bush and Obama administration, deeply shaped my perspective and influenced my path in college. I developed an abiding interest in the wheels of government both in the United States but also internationally. Perhaps the seeds were sown early on, through constant exposure to classic British comedy like Yes, Minister. A few years into college, I realized I was quite passionate about government and particularly the exercise of democracy as a concept- indeed, that was the subject of my final year college thesis. One of the topics I studied was about how, in a healthy society, the proliferation of democratic principles was paramount and I think that's why the concept of Blockchain/Cryptocurrency and Bitcoin appealed to me so much. I truly believe that blockchain and decentralized finance could be the most liberating and consequential technological innovation of the 21st century.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I think If you are an entrepreneur or even work at a senior level within a company, a very important skill is being able to distil a vision down to an actionable plan that can be executed by you or your team. Another is having the flexibility and confidence to tackle situations and challenges that you may have not encountered before. One of the best learning experiences I had was when I was working on one of my earliest projects and taking on something that I knew nothing about- hardware development. I had never developed hardware before and with my previous company SmartKlock I really didn't know where to begin. Trying to figure out what it takes to make an idea into a prototype and a prototype into a production ready product was extremely rewarding. I was fortunate to have a team at the time that was dedicated to the mission and curious- some of the worlds greatest discoveries have arisen out of idle curiosity.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Well, I have a lifelong fascination with the UFOs phenomenon . In fact, one of the earliest things I did professionally was release a program called The UFO Story on CHIP Magazine's free accompanying CD, the program was installed more than half a million times and did prove to be quite popular briefly affording me with 15 minutes of fame among UFO enthusiasts.



Recently, however the US government has all but admitted the existence of these sorts of craft even going into some detail about materials recovered from them so I do feel a bit vindicated. I am at my core, a technologist and so when one considers the exotic technology accessible to those researching these advanced craft, blockchain, IOT web streaming and the like can seem quaint in comparison.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

While the pandemic hit all industries hard at first, (cryptocurrency markets for example were deeply depressed) generally speaking the pandemic has been good for the industry. Cryptocurrency is a 24/7 market and so it does tend to benefit when people spend more time at home. In fact, I would suggest that the phenomenal rise of Bitcoin this year has been due in no small part to the pandemic and people being at home more to trade.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

By far the greatest challenge has been the uncertain regulatory environment. For many years the industry operated under a cloud of uncertainty due to an RBI banking ban. Soon after that was overturned in the supreme court however, did we begin hearing indications of a possible legislative blanket ban. While discussions remain ongoing, due to the uncertainty, finding and retaining talent in the industry can be difficult. Its my hope that cooler heads prevail and we see some positive regulation that encourages the good players while eliminating the bad ones.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Well, while I love the way my life has worked out for me so far, I would not quite recommend my path as a working model for others. It sounds trite but I don't think you can go wrong if you come from a place where you are following your passion. I also think its important to remember, that one can have many passions and in these situations its ok to go for the one that you find most rewarding and not necessarily the one people around you may expect of you.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

In the fintech industry its hard to predict how the future particularly with the regulatory uncertainty we see today. Broadly speaking I think the kind of innovation most likely to have a positive effect on society's poor are in the areas of social and financial inclusion and these are areas I see as my mission in the coming years.



I also chair for Innovation & Entrepreneurship as well as special projects at Young Indians (YI) a part of CII. I work closely with many foundations and large corporates on the CSR funding and sustainability of ecosystem with a sole aim for inclusive growth which would help India transform from a developing to a developed nation.

WHAT MOTIVATES YOU TO WORK?

India is the land of SME companies where small businesses are the core of the Indian economy. Most business are looking at expert advice in terms of fund raising, investment and growth and I as an investment banker help these grow and scale to the next level. This result in creating employment, growth of GDP and helps India achieve inclusive growth. I am very happy that I am playing a small role helping my country transition from a developing to a developed country and march towards becoming a \$5 Trillion economy.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Wealth creation for people that have trusted me in terms of their investment is the most satisfying feeling I can get. Also companies that I have helped since they were a small SME company but now listed on the stock exchange and performing very well.

At the same time when the financial markets turn the tide and witness a drastic downturn, like the one we witnessed in February till mid-March 2020, dealing with investors, clients is a very challenging part of the profession and convincing them to look at the long term rather than the immediate short term. Story for the Indian economy has just begun and growth and prosperity which will lead to wealth creation in years to come.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

A nature lover, car enthusiast, cricket fanatic and total nationalist; Country first everything else comes later. Jai Hind!

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

A positive attitude, clear mindset to keep learning and growing, a never say never attitude and taking failure and setbacks in stride and keep trying are the most important attitude that is required for overall success.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Helping my fellow Indians in financial inclusion and education, helping resolve the graduate unemployment problem in India by parting with vocational education and love for nature.



ANOOJA BASHIR

CEO – OUREACORP

A CEO by profession, Women empowerment enthusiast, Brand strategist, Marketing consultant, Business Coach and mentor for startups and SME's with a 20+ corporate experience

The Woman of Excellence award 2020-21 by Indian Achievers Forum (IAF)

The best startup of the year award 2021 by Euphoria organized by Mentorx

The Best Woman Entrepreneur Award by the Kerala Startup awards 2021

Top 10 consultants of the year 2021, by SwiftNlift

Best Business Woman of 2021, - Powerful Woman Awards 2021, Crazytales

Top 10 trainer 2021, by Women entrepreneur India

 @anoojabashir



Anooja has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am Anooja Bashir, the CEO and founder of Ourea (OureaCorp and Oureansoul), Co-founder & CMO of FlexiCloud (Managed Cloud Hosting), and COO of Digitaliz (IT Consultancy), and Founder of Anooja initiatives (social entrepreneurship initiative). I handle multi-specialist roles in my organization, getting involved as a Brand Strategist, Marketing Consultant, Business Mentor, and Corporate Trainer.

I am a native of Kochi, Kerala. I had most of my professional life spend in Dubai. After ten years of corporate background and another few years in academia in 2014, I decided to bridge the gap between the talents of academia and corporate, hence conferred the idea of a finishing school which pathetically failed. Though the concept was rejected, the venture later evolved into a marketing agency. With the expansion of the IT wing, we developed ourselves into a 360-degree business management consultancy.

WHAT MOTIVATES YOU TO WORK?

The passion and vigor to evolve Ourea as a one-stop for all business needs always keeps me motivated, excited, and moves ahead even when facing hassles.



As our tagline speaks, we design visions of our clients into reality. We always strive to build more brands from the product so that our customers who are into business have more visibility and lead generations. Providing solutions to the IT hassles of clients gives me a pride feeling that I could serve my clients with utmost sincerity and satisfaction. So that our clients are digitally supported. Ourea consulting provides the best professional aspirants to an organization making their HR strong. With our program LIKES, we train graduates with proper etiquette to fit in the corporate world. Hence it's indeed a privilege for us that in Ourea academy, we prepare leaders for the future to be the best CXO's in the industry.

Since our clients totally trust us, we always aim to supplement our clientele with digital products other than our services to support more entrepreneurs to make a mark in the industry.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

With the juggle between family responsibilities & work, it is a real tough challenge to dedicate time for oneself. It's quite difficult in managing things as i have to manage 2 of my companies. Though the fact is that this industry gave a lot of recognition and admired the growth as a woman entrepreneur who broke the glass ceiling of the patriarchal system, but it's a great struggle to thrive out in this industry as a woman I do like the exposure the industry has given which let me connect with my own idols and inspiration, though I literally find hard time to give for my family and my household chores.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I think my never-giving-up attitude and sheer determination is something that I could set as an example for people who look up to me. I truly believe that a strong forte is my combination of passion, commitment, hard work, and energy that has made me embody all 4P's-Passion, Perseverance, Personality, and Proactiveness.

I do strive to keep up my efforts till I succeed. This mantra has stood firm and stable without getting deteriorated at any point of my struggle keeping our spirits and hope high.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

In Ourea I handle the role of a multi-specialist as from the educational background, skills and experience I have urged in all my career. Since I am an engineer by education, that skill of mine had always helped me to be a go getter along with a logical thinking of how to crack problems. Being a woman has truly made me a multitasking professional so that I handle the many verticals of the organization, My creative and analytical skills made a strategist and lay my hands over branding evolving so many products into elegant brands. Besides being a Professor in engineering college has made me acquainted of how to train graduates which had seriously helped me in developing the curriculum and the teaching methodology.



Though I am not from technological background, it doesn't restrict me to learn digital stuffs as my Partner Vinod Chacko, an IT mozart has always helped me to understand every tech at least on the surface level. I think I could be a successful entrepreneur as I had a combination of creative and technical skills supplemented by knowledge in the ecosystem I am connected to.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I love spending time with my family on travelling which kind of gives me so much relaxation and become stress free as my work demands a lot of pressure. I love going to my contemporary dance classes and enjoy every bit of music in align with her clean moves. Besides I also love going driving, swimming with my two kids whenever I have spare time. I am also into books and movies and Sci-fi is my favourite. I also am passionate about cooking favourite dishes food my loved ones and enjoy small and big moments of life.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Though initially we were quite affected at the beginning when the pandemic hit. But our strategic approach towards our entrepreneurial ventures just opened new dimensions for us. Since things were going more digital, we convinced startups to create website and do basic branding to catch industries attention. Regarding companies we talked and convinced them to revamp their websites and marketing collaterals which made our IT & Marketing verticals have a strong foot despite of the pandemic chaos. We also trained and hired employees through our program LIKES which got us pro active, sharp and focused HR that supported the team in generating revenues. Besides LIKES also gave us great brand visibility for its innovative concept as it for featured in major newspapers and online magazines. Further I bagged many awards for being resilient and focused in my ventures keeping our system strong without losing hope along with bringing a self made woman entrepreneur rise out of me.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

The biggest challenge I faced initially as a woman entrepreneur was family restriction. Since I belong to an aristocratic society dedicating time too much for my venture was not at all acceptable, as I had two school-going children. Due to this reason, I could not focus on my implementation phase which ultimately turned into a disaster. Then when I relaunched the system to balance my household and the company was next to impossible. Even today it is roll coaster ride to split my time between my home and office prioritising things which is practically a next to impossible job though theory wise easy to put across.

Further challenge is since we have various verticals to manage, the workforce needs a centralized system for management. Since me being the conceptualizer, I faced a hard time micromanaging the employees. So managing & scheduling my calendar with clients, associates and the workforce gives me a great headache when things go out of hand as planned.

Another hurdle is to stand firm & strong footed always in a patriarchal society where I handle verticals where a male domination is prominent(in Kerala especially) .It is yet again a battle every day to remain sharp & focused along with already handling too many things in a plate.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

The biggest learning which I would like to pass on to budding entrepreneurs and fellow beings would be, learn from your failures and mold yourself to be self-made. Be your own masters and approach problems as the key to evolve you as a better professional. Only you can help you to be stronger in life, so buckle up and start climbing the stairs of hurdles.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

We are in the planning of starting a product-based company; Digitaliz focusing on developing IT products. We are also moving ahead to raise funding through investors and slowly move from a bootstrapped to an investor-funded one with our training vertical upgrading into an ed-tech platform and scaling up our total system.

Positively we look for triple revenue generation at the beginning itself and create a very strong platform in the next 3 years.

We always strive to make Ourea accessible where any company can rely on us to build their corporate /startup journey. We are also planning to expand our product division and our focus is to add more products to each of our verticals. We also are looking forward to creating a platform to support entrepreneurs, so as to help them to get their ideas implemented.

The organisation is on the move to create a viable organizational strategy where the system is centralised and it can be accessed with a digital support even if the CXO'S are not directly involved in the project. We are planning to improvise the HR system proving promotion to senior staff to managers while promoting juniors to the senior job positions. We are also hiring new recruits for our current project LIKES for which a lot of resources from the industry are required. The management are also evaluating the performance of employees and provide more challenges to bring out their skills & potentials.



KHUSHHBU THAKKAR

ENTREPRENEUR

FUN O FACTORY

Awarded by "KidsStopPress" for the best Play Area
"FUN O FACTORY"

Worked with a Toybank through "Little Oaks" (Pre-School)

 @khushhbuat



*Khushhbu has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am Khushhbu Thakkar. I savour balancing my family and work.

Although I come from a business background, I have always been creatively inclined from a young age. So, I took up a job in advertising right after I married and moved to Dubai. After having stayed in Dubai for over five years, once we decided to start a family, we moved back to Mumbai.

Being a mother of two lovely kids, I used to see children with gadgets all the time and it bothered me to no end. With that I also realised that there were not enough places for children to be or activities for them to do even if they could be convinced to give up gadgets.

And that is when I had this idea of coming up with a pure physical play area and 'FUN O FACTORY' (FOF) came into existence. FOF is about 5 years old now and this journey of running the most loveable play area has been a lot of FUN.

WHAT MOTIVATES YOU TO WORK?

I don't know if it's the lack of confidence or the surfeit of confidence that always makes me want to prove myself.

The challenge of proving something to my own self is what motivates me.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

When we initially started FOF, everything fell into place by itself and it felt like beginner's luck.

However, the COVID-19 pandemic changed everything. The retail business was one of the worst hit sectors and our store was shut for more than 9 months. This has by far been the biggest challenge faced by us. However, we have now been allowed to reopen.

Other challenges like providing a safe, clean and happy environment for all our customers will actually help us better our own service standards.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I believe in celebrating milestones in my professional as well as personal life. A good weekend brunch is the best stress buster.

This lockdown I honed my creative skills and started 'Doodling' and conducted live Doodling sessions on Instagram. I also took up an online Social Media course and now manage a few social media accounts professionally.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Execution is the key to success. Knowing what your customer wants and proactive customer service are important add-ons.

One should have the right attitude to accept positive feedback and the agility to adapt and change with time.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

My true passion lies in the field of creativity and I use it to calm myself. I am equally passionate about my work which enables me to understand the needs of my target audience and helps me to serve them better.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

COVID-19 has been a game changer. In the Family Entertainment Centre (FEC) space it will play a big role in what will work and what won't.

The focus now has to be on a clean, safe and secured environment where the parents are comfortable to either bring or send their children to play areas. We should be able to instil this confidence in parents as well our young customers.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

I have observed that one usually does better than what they think they can, so we must never underestimate our own selves. My mantra is to always listen to my inner instinct and go for it.

Don't hesitate to start for the want of a clear vision, start with a perspective and eventually vision will shape up based on your efforts. Constantly acquire skills and knowledge along the way.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

We were the first trampoline park in Mumbai. It will always be our endeavour to bring unique and first of its kind play equipments for our customers.

We definitely plan to expand and are already exploring with malls for suitable spaces.




SARAH TANTRAY

CO-FOUNDER, WILD WEST INNOVATIONS

Her eco-tech company has so far installed 300 ReBot's (reverse vending machines) in India, Employed People, Promoted the Concept of Circular Economy, Created Awareness around Recycling, Saved Energy, Educated School/College Children about Recycling

Won the Asif Bhambhani's Green Warrior Award

 @sarahtantray



Sarah has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am Sarah Tantray, Co-Founder of Wild West Innovations, a start-up based out of Mumbai. I was born in Kashmir and moved to Mumbai for my education in 2006, the same year my Father was shot dead. At that time I was only 14 years old, so after attending my Father's funeral within 10 days I was back to Mumbai to give my exams.

It was only possible for me to do that because of my sister's courage and love, she took up all the responsibilities and helped me continue my education here. I graduated in BMM (Bachelor's in Mass Media) from Sophia College and post that started working immediately.

After, a year I decided to get back to education and started my Master's in Film Studies from Mumbai University. While studying, I was working part time and joined another organization related to CSR, it was during this time that I along with my Partner came up with this Idea. So, in 2016 we Founded 'Wild West Innovations' and since then have installed around 250 'ReBots' across the Country.



WHAT MOTIVATES YOU TO WORK?

We live in a world where we have finite natural resources and an ever-growing population. To meet growing demands of humans, we need to think out of box and come up with solutions which don't put further pressure on our depleting resources. As an organization, we are a big part of Circular-Economy, so being able to re-use and recycle waste into new products is something which motivates me. Knowing that our work is making a difference is something that keeps me going. At some point, the future generations will be grateful to start-ups like ours who are working in Eco field.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Our Industry is an unorganised sector and people treat it as a non-essential service. So, working on a project like ours is very challenging. Most people don't understand the concept and even the Governments are not doing enough to promote projects related to Recycling compared to other countries.

At the same time, what I find most satisfying is when children interact with us and there is so much enthusiasm and knowledge that they possess about our Industry. So, working with these children is an absolute bliss.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

The most interesting thing about me that you probably wouldn't get to know from my profile is that I love spontaneity in everyday life. I like to make sudden plans and go with the flow. I don't believe much in planning and believe life is to be lived on a bit of faith rather than our understanding. If I wasn't in Bombay then I would be skiing in the mountains probably.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

One needs to be extremely patient and believe in what they are doing. You need enough conviction and perseverance. Also, staying updated about the latest technology related to our field is important.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am a movie buff, I absolutely love movies, travel and fitness. Different cultures and languages fascinate me.



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Pre-pandemic lot of things were moving in the right direction, for example the Government came up with EPR (Extended Producer's Responsibility) which would really give a boost to our Industry. Unfortunately, post-pandemic everything has slowed down and we have start from the scratch. Things are lot of more difficult now.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The biggest challenge so far is that our Industry is an unorganised sector and there is not enough awareness among people. They don't realise that this is our future, what we call waste today is going to be our resources in the future.

Not being taken seriously is the biggest challenge that I have faced working in this field.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

I would say that our future depends on Recycling, if you have an idea or are passionate about environment you should follow it. There is going to be lot of demand in future for Ecopreneurs.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

We are currently working on moving to other types of plastic waste, so we want to be known for providing 'One Stop Recycling Solution's' out there. So, far we have been only known in the PET field. Personally, I would like to work with International Organizations and expand our service globally.



AMIT LOHANI


ENTREPRENEUR

MAX GROUP OF COMPANIES

Leading Max Inc which represents the niche of Gourmet foods in India

Awarded the prestigious IVLP program from US

One of the founding directors of India's Apex Food chambers FIFI, member board at the Indo Italian Chamber of Commerce and part of various GOI committees.

 @amitlohani



Amit has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

My forefathers migrated to India in 1947 from Sindh Pradesh of Pakistan and most of my family are in the fresh fruit business. However, my calling had limited interest in being involved in conventional business so, I carved my path out. Even though I am third generation entrepreneur in the food sector but, I diversified within the segment. I am Founder and Director of Max Inc., a leading importer and exporter of high value processed food items from India. I am also the founder and director for Forum of Indian Food Importers (FIFI), a not for profit apex chamber, which works towards establishing inroads for international food and beverage trade in India. Additionally, I am a member of the Government of India's Food Safety and Standard Authorities' committee member working on food regulatory ecosystem to facilitate investment and trade development in the country. Furthermore, I hold few more responsible positions representing international trade in India at numerous forums like a board member for Indo Italian Chamber of Commerce, member of FMCG committee at ASSOCHAM, jury member for annual Coca-Cola golden spoons awards, jury member of OSPITALITA ITALIANA RISTORANTI ITALIANI NEL MONDO, jury member for Annapurna world food India annual awards, and chairperson of India Food Delegation to name a few.

I am an alumnus of the U.S. Government's professional exchange program International Visitor Leadership Program (IVLP) and a recipient of the fellowship from the Fresno State University, California. I have also studied international trade and business at the University of Queensland, Australia, and the Indian Institute of Foreign Trade, New Delhi, India.



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

This may sound platitudinous but, I truly believe in the work I do and I do not find it banal. Working in the food and beverage sector has so many related aspects that its indeed a roller coaster ride – the sheer excitement to be on this journey with an effort to manoeuvre oneself is quite enterprising. The F&B ecosystem is so interconnected and intermingled that the impact is far-reaching from the farmers to a procurement officer to a chef to a consumer to a retailer to a policymaker. With this sensitivity involved, I strive to stay ahead of the curve and not get disrupted by changes – as not only mine but, there are families that are directly or indirectly obstructed by any disruption if that happens in my organization. This entails upon a socio-economic responsibility, which keeps me happy and motivated.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Food is the only essence of life, which transgresses boundaries and brings about a smile on everyone's face. My ardor for food has always kept me enriching my life and soul. It is an industry, which works with an added edge of passion binding people together. India's diverse palate has always played a crucial role to accept the global taste and remodelling it with our own Indian interpretation.

There is nothing to dislike in the industry nonetheless, this new influx of so-called "foodies" without an inherent understanding of ingredients or cuisines has made the industry susceptible giving negative connotation. Also, the consumer sensitivities are quite high as a result of which we see how some myths can have mammoth negative impact on those engaged in business. Recently attributing to fake reports in India that consuming poultry can cause Covid-19; the poultry sector has had to cull flocks, thereby reducing its demand for feed maize which, in turn, depressed the domestic maize price and had a continued ripple effect.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

On the face of it being an individual involved in the food and beverage business however, my profile only reflects a superficial facet of my work and personality without any comprehension of the multi-faceted layers. I am an avid traveller who loves to explore local culture through food stories and a social animal looking forward for enriching my life. Every travel tale has something special and I feel blessed to have had an opportunity to augment my personality and knowledge about socio-economic situations, culture, and civilizations through my escapades to over 100 countries. I am not a backpack traveller but, I am certainly a person who can stop at even the tiniest food joint in the middle of nowhere and does not shy away from trying any local food. Additionally, whenever I am traveling, I always look upon myself as a brand ambassador of India and think this is a self-imposed responsibility, we all should put upon ourselves. Philanthropy should be as discrete as this statement and to your inner self.



WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Definitely your timing or luck as many call it plays a crucial role coupled with passion and knowledge topped with a vision. Also, for any business person to be successful they need to be Indian street smart from where I see it's difficult to be an absolute socialist. Most of the life's lessons are not taught in any business school, one needs to have the ability to make mistakes, admit to the mistakes, be amendable with a continued strive to learn. Beneath the fancy dining images and travel postings, is a life that is assiduous requiring yourself to roll up your sleeves and be ready to get involved in every layer of the business to understand the intricacies. It is not entirely food or entrepreneurship but a perfect steadiness between the two. While these skills and relationships can be difficult to develop but, not impossible to achieve, we have seen numerous young entrepreneurs leaving a mark and building upon success stories for many to learn from.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

My irrational or rational passion outside of my work has been food and travel in that order. If I walk down the memory lane then I see my crazy love for food that led me into this line of work and it is invigorating to work into this segment every day. Having travelled 100's of kilometres to nosh on something I dreamt about or saw in a food blog has galvanized me. It is awesome, delicious, inventive, colorful, appealing, inspiring, educational, therapeutic, and so much more. Trust me it is not necessary that you find the crème da la crème only with a Michelin star chef but, many times they can be hiding somewhere in bylanes of any city or an ancient wall in a hole outlet. All I do is keep looking for these hidden gems across the globe and see the world through the lens of food that the locals eat. I have learned over a period of time that if you dream food then it can convert any unassuming gathering into a culinary delight and also feasting takes away the week-long stretch of business leaving you charged up for your next spree.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

This is a phase that had an impact on every walk of life no one can claim that they were immune to the global pandemic. COVID-19 has disrupted normal life and has enforced a substantial change in the policies, priorities, and activities of individuals, organizations, and governments all across the world and India is no exception to the same. These changes are proving to be a catalyst for changing consumer behavior, purchase decisions, hospitality and travel, adoption of new purchase routes, technology, innovation, and many more. Many sectors even within the food and beverage category, which was otherwise essential, have seen a catastrophic impact from a total collapse of sales to higher cess being imposed to many establishments shutting operations to job losses to massive growth in health categories to hyper localization. Disposable incomes and confidence are continuing to take a dramatic tumble and that we are seeing an impact of economic turmoil.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Exposure is a big challenge, which fortunately is evolving with more technological advancements, however; the holistic sensory advancement is still deficient. Many restaurant operators and businesses end up taking a leap of faith based on their global exposure which numerous times is slightly ahead of the time and leads to limited or no acceptance from the consumers. It's a continuous effort to tweak the portfolios based on the evolving market dynamics and we get great pleasure in engaging with our end customers with an effort to grow with them, but everything comes at a cost and several times it's a heavy price we end up paying as businesses. This is not very encouraging for new entrepreneurs and often results in less inventive introductions with us continuing to remain a mass market.

Also, the agriculture, food, and beverage industry are recurrently perceived as an area that should stay away from capitalistic ideas. This reflection needs to advance and it is necessary to improvise the entire value chain to bring in a more all-inclusive approach. This is not a new narrative nonetheless, an extremely valuable one, which needs immediate intervention not only from the government but, from everyone involved in the value chain. When consumers are willing to pay the highest price for a hand-crafted piece of silk scarf then they should also appreciate the craftsmanship involved in this sector. Unfortunately, this is a huge drawback I see in my day to day interactions and I also fear with this many artisanal products might get lost in time.

Additionally, in a country like India we cannot afford food waste in any form. Consumer education is of utmost necessity in this aspect for example many times products are disposed off either by the sellers or the consumers with the translation of regulatory language like best before or use by. We are a country of 1.3 billion people with an extreme socio-economic divide with a staggering amount of balanced diet issues. It's heartbreaking to see that something which should be linked with food quality is mapped with the food safety and instead of reaching someone's plate lands up in a bin. Many advanced economies are running massive campaigns in this regard and I appeal to all stakeholders concerned to take serious steps in this regard to help prevent and reduce foodwastage.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Global pandemic situation is a classic example which has displayed that when most of the external elements were on standstill, food was the binding factor. By basic nature we humans are social beings and we need connecting points - the detox therapy around cooking was the epicenter of family events and also help people connect through social media channels.

An age-old business, which is as old as human civilization stood the test of time and has grown exponentially. Today I take great pride in the fact that the world wants to come to India and we are showcasing our tenacious values of being a melting pot and opening up to the global market trends while continuing to stay connected with its traditions. What motivates me every day is the joy of being a believer of this universal religion we call food, work for it, and be involved in erudition discussions around the same.



ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Attributing to changing global trade outlook we are working to enhance our portfolio by multi folds and are working relentlessly to adapt to this unprecedented shift. Health will be the new mantra, which earlier used to get underlined by a few but, now would translate to a much larger chunk of the end audience. COVID -19 is working as a catalyst and we are expediting our outreach to achieve long term goals in shorter timelines. We are working on including healthier categories, free-range products, organic, ready to eat, convenience, snacking, and also cuisine driven products. We have seen a massive slowdown in impulse categories due to restricted travel, limited lunchtime economy, change in regulatory norms with social gatherings, etc. this is forcing us to re-visit certain product categories we have been working on in the pre-covid era. Also, as an organization in our entire outreach, we will continue to remain committed to food safety and food security too.




APOORVA MUDGAL

MUSICIAN & ARCHITECT

A Hindustani-Sufi singer-songwriter whose work is inspired deeply by mysticism of Urdu-Punjabi Sufi poetry and ghazal

Top 25 all over India at the Khazana Artist Aloud Talent Hunt 2018 for Ghazal singing

 @apoorvamudgalmusic



Apoorva has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

My name is Apoorva Mudgal and I'm a self-taught Hindustani/Sufi singer-songwriter. I grew up in Agra, India, in a middle-income household, where naturally my family encouraged pursuing a more 'stable' occupation over learning music. I graduated in Architecture from IIT Roorkee and moved to New York, United States for my first job opportunity. However, through college and even here, I would casually perform at open mics around the city and play with other musician friends, until one day I happened to witness a Qawwaalli recital by Ustad Fareed Ayaz and Abu Muhammed Qawwaal at the Asia Society, here in New York City. That one transcendental evening changed forever, the understanding of music for me. It elevated my perception of the art from a rather pleasurable to a more spiritual experience. Ever since, I began to dig out and learn more and more Sufi Kalaams, Ghazals and folk compositions in Urdu, Hindi, Punjabi and Persian. To learn the nuances of Hindustani gaayaki, I got myself a vocal coach and began doing 'Riyaz' regularly. This journey of artistic self-discovery has only been increasingly delightful, every single day since.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

'Riyaz'. That moment when everything around me is silent and I hum the 'Sa' or 'Ohm' in my natural tonic, over the Tanpura drone, is a unique moment where I feel completely aligned with the natural frequency of the cosmos. I have come to realize that without 'Riyaz', I do not know who I am anymore. At the same time, it is challenging to maintain consistently, the discipline of sitting down for practice twice a day, against all of life's cacophony in the background...



...The good days, when I'm able to achieve two honest and focussed sessions, are both deeply enriching and rare.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I try to be a Visual Designer on the side and love creating art and graphics. I can sketch, know a decent number of softwares and have worked as a UI designer in a previous life.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Given the person-to-person definition of 'succeeding' or 'making it here' could differ immensely – I still believe you DO need to care about making something that stays with YOU first. I would always want to be making art I personally am in love with, before sending it out into the world and getting caught up with pleasing those around me. As cliched as that sounds, it can be a huge challenge to actually live by this principle in a world of fast gratification that social media has brought upon us today.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Cooking and cleaning haha

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

What can be worse than no live gigs happening? One of the most beautiful reasons for going to a live performance is to experience the energy the performer and the onlooker both feel whilst being in the same room together as art is created in front of them. Performing virtually is great too but I hope you'd agree, it's not the same.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Every day, I realize a little more of how little the approval of those around me matters compared to my own. Every day, I unload some of this burden of criticism that I carry – for eg. how little I've done to make a name, how much those that started later have achieved, how much time has gone by, how little I'm producing, how old I am already and ratadadada. This is my ship and here I choose when to begin. I set the pace. I'm elated to be finding so much happiness in how much I'm GIVING to my art than how much I'm GETTING out of it, at this point. How wonderful it would be if we could think of our lives like that, no?

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I'm currently writing songs for my debut EP. It would feature 4 original compositions and a cover song, though I shouldn't be divulging more at this point haha




MANASI PAREKH

ACTOR, SINGER & PRODUCER

She has acted in several popular Indian television and also produces digital content and documentaries under her production house 'Soul Sutra'

Her character Maya was very popular and got her the Indian Television Award for Best Actor in a Supporting Role (Comedy)

Won the music reality show Star ya Rockstar on Zee TV

 @manasi_parekh



Manasi has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am Manasi Parekh Gohil, an actor, singer, producer.

I recently did a Gujarati film "Golkeri". I had debuted in Bollywood in National award winning "URI" where I played the role of Vicky Kaushal's sister. My short film "Ladoo" also won the national award this year. I have played the lead actor in TV shows like "Sumit Sambhal Lega", "Gulaal" "India calling" and web series like "Shitty ideas Trending" and the recently released "Do Not Disturb".

I have also been in the leading role in the renowned Gujarati play "Maro Piyu Gayo Rangoon" which opened at the Globe Theatre London.

I have won the Indian Television Award for "Best Supporting Actor in a Comic Role" for her serial Sumit Sambhal Lega on Star Plus. I am also the winner of the singing reality show "Star Ya Rockstar" on Zee RC. My Tamil film "Leelai" is very popular and a sleeper hit. I have studied theatre and dramatics at the Lee Strasberg Theatre and Film Academy.

I also produce content under her production company "Soul Sutra".



DR. DEVESH KUMAR

CLINICAL RESEARCH KEY OPINION LEADER
INNOVATE RESEARCH

📷 @devesh313131 ✉️ Devesh.kumareinnovate-research.com



*Devesh has pledged to
grow trees and help protect our mother earth*

**WINNERS
2022**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I carry along experience in healthcare industry for more than 15 years now. I have been a seasoned Entrepreneur and has successfully launched various organisations for different industries.

In my previous roles, I have worked closely with the higher management of Fortis and Max Group companies and helped define the strategy of the company. He drove business modelling, project management analytic and specialty planning.

WHAT MOTIVATES YOU TO WORK?

Well, besides a good cup of coffee, the chance to add value for someone in a tangible way is a big thing that gets me up in the morning. I like to be able to work on something, see and measure the result, and understand the impact it has on people, the business, and myself.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

My expertise is into operations and delivery, feels satisfied when as an organisation we finish projects on time and budget, most challenging as a entrepreneur is to keep focus 24X7 on business growth, analytics and way forward.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am a good cook, a travel and food blogger, Sports lover

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

In my views, "Learning" is the most important aspect of anybody 's career. Young people now a days focus on short term goals and not focusing on a larger impact on a longer way, they remove "L" from learning and focus on "Earning" alone. People should continuously be learning and upgrading knowledge functionally and cross functionally. Another key point towards success is "Patience". I as a person focus on result of your career path, it should lead towards the success you dreamed and believed on.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Umm, Cooking, travel, and food blogging, playing sports in free time.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The COVID-19 pandemic has placed a tremendous strain on sustaining the clinical research enterprises, thankful to God our industry in India did not get impacted too much as research is a continuous ongoing process for betterment of clinical treatment and diagnosis.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Since startups attract the newbies, and given the uncertainties of such ventures in the industry, reputed companies hardly look at them as an option. Therefore, most startups have to build and grow on non-specialist managers giving way to longer decision-making time. However over the course of last 9 years customers' trust in Innovate Research has been the main driving force behind its rise. Cost and time play a vital role in any business bidding, but the end result deliverable decides your future fate with the client. As most of the business is repeat business from the same clients, Innovate Research strives to be an ultimate partner for clients for all their long term and short term needs



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

As Oprah Winfrey Said: "Don't worry about being successful but work toward being significant and the success will naturally follow."

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

The company recently expanded its physical appearance to Canada, and now is planning to start new delivery verticals to offer its services in Europe and Southeast Asia and other western parts of the globe. "We are ok with slow growth until it's sustainable and makes us grow year by year"

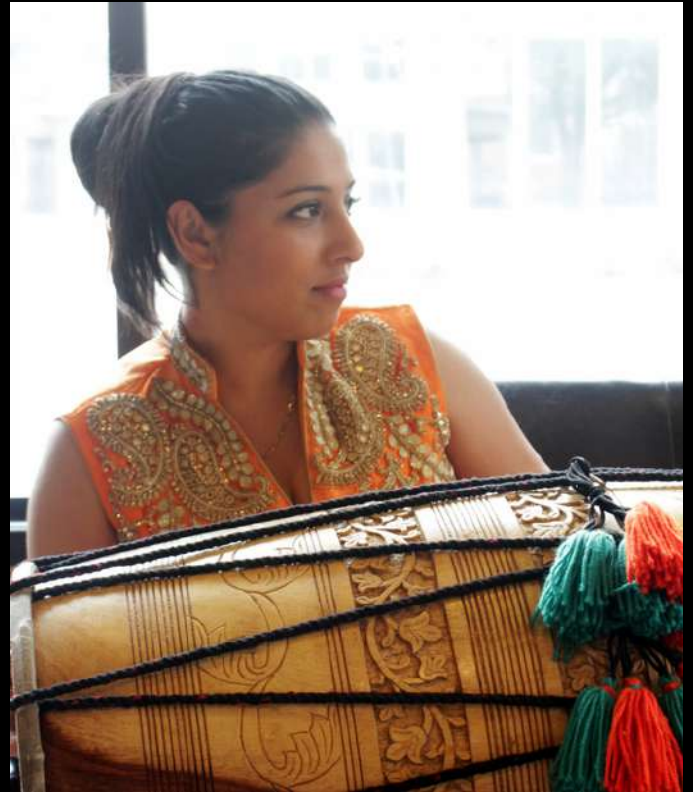


DHOLI ANURADHA

PROFESSIONAL DHOL PLAYER

Has played Dhol for Hrithik Roshan, Guru Randhawa, Arjun, Sukshinder Shinda, Jenny Johal and any more

 @dholianuradha



Dholi Anuradha has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I grew up in the United States and taught myself how to play dhol. My mother taught me some basic dholki rhythms and I fell in love with beats and bass at the age of four. I obsessively studied the drum patterns in songs of Nusrat Fateh Ali Khan, Anoop Jalota, Jagjit Singh, Sardool Sikandar, Malkit Singh, and Gurdas Mann (for example) and playing dhol became second nature and my true love. Since then, I have been fortunate to play dhol for Sukshinder Shinda, Hrithik Roshan, and several other artists.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

I truly love to celebrate life and find reasons to find enjoyment the small things that we all take for granted. Playing dhol let's me connect with others during their significant moments and I'll always know that I was a part of how they felt in those memories of happiness and excitement.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

One of the initial challenges I have disliked in the past occurred when navigating conversations with men who attempt to strong-arm performance rates, or terms of my event contracts.



Because I truly play dhol from my heart, I can genuinely and sincerely decline opportunities that don't support me as a musician.

I had to first decide what I prioritized, then how I would exchange my time as a dhol player for a justified rate, and then adhere to it without negation. Every Desi loves to bargain, but when you negotiate with someone who has put in hundreds – maybe thousands of hours to their craft, then asking for discounts or to play “for exposure” is disrespectful.

Eventually, I learned how to set expectations and create solutions for myself and others. When I couldn't, I just learned to say no. It's difficult to decline events because I would love to play dhol everywhere but sometimes, a girl has to say no.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am an artist in every sense of the word so in addition to being an instrumentalist, I enjoy singing, writing, drawing, building, landscaping, etc. I am currently planning a geodesic dome greenhouse which I'd like to build in my backyard, but I have to teach myself everything as usual. Ask me about those details another day.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I consider myself a Type A personality and do not mince words. To be successful in anything, you need to understand how and when to speak directly, and for me I find it very simple because I speak from my heart. I rest my head every night peacefully without having to keep up with lies, or wonder if I should've done something differently. Additionally, I don't regret my decisions because I don't operate out of obligation. As the saying goes: when you love what you do, it doesn't feel like work.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I have a psychology background and enjoy studying personalities, behaviors, and micro-expressions. Understanding the mind and how our brains correlate to our behaviors throughout every stage of life will forever intrigue me. Chess is an interesting way to read people.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The pandemic pretty much cancelled my club events, concerts shows, and reduced the number of shaadi events throughout 2020 but 2021 is rising beautifully. Before the pandemic, I never thought about if playing dhol in public spaces meant potentially getting and now I have to consider these things because no one wants to cause problems for their families, or anyone for that matter.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

When you find something in life that allows you to achieve your flow state, don't let it go. Live in your element, learn everything about it, keep falling in love with it, and allow yourself to become stronger. Seek out a balance that does not guilt you for your passions, and does not sacrifice those needs unless it is on your terms. Teach others, and continue to remain a lifelong student of your craft.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I'm currently teaching myself audio engineering and would like to release a 50-song project of dhol covers for song from around the world spanning multiple languages and genres. I am also planning to film a documentary to cast a spotlight on female dhol players who are pioneering the way for the next wave of girls and women to pick up the dhol or to pursue any passion that fulfills them.



PREANKA ROY

CREATIVE DIRECTOR - ADVERTISING

Ideation, brand building, copywriting and strategy building, also is a photographer since 2 decades and has been a musician professionally

 @leela.writes



*Preanka has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I've trained in Latin Percussion and drumming for over a decade and have performed as a live musician at every prominent venue in the city. Besides I've had a roller coaster of a career! Worked odd jobs to pay bills soon after college, in an attempt to continue to play music. Live gigs happened but I also worked as a Radio Jockey, TV presenter, freelance photographer, music journalist, voice over artist, model, theatre actor, school teacher and music instructor. I finally landed as a copywriter in an advertising agency and learned the craft over the years. I presently serve as the Creative Head at the same agency.

I grew up in Kolkata (West Bengal) in a household where nothing was Bengali. My father was born and raised in a different country. While I was still a child he introduced me to Rock n Roll and Buddhism at once. My mother pushed me to sing and learn music at an early age, soon after she recognised my pull for rhythm. She struggled hard to have me train in a classical dance form, in traditional music and then western music and finally drums. I owe everything to her.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

Another chance to better myself. Each day is an opportunity to offer something never-seen-before to the world. I'm driven to play music till my last breath. My daily schedule involves yoga and playing an instrument (drums or otherwise).



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

About the music industry in India? I love the fact that we have more women musicians pouring in. The numbers are rising steadily and that's heartwarming. But there's plenty of room for improvement. I've been blessed with supportive band mates and they didn't let me feel I was working in a male-dominated industry. But not every girl maybe as lucky. I wish more boys/men grow an attitude of acceptance and appreciation. A musician is a musician, regardless of the gender. Let's look at the music, not at the player.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

That I'm a yogi.

I am often asked if sex-drugs-n-Rock-n-roll is my way of life, given that I'm a drummer in a band. But honestly I've never understood how a musician can be any less disciplined than an athlete or a yogi. We practice as much, if not more. So yes, even after 20 years of Rock n Roll, I haven't had the need to fit in or smoke weed or consume alcohol, to keep up a reputation.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Grit. To stand your ground. Speaking strictly for myself, I've learned the need to stay disciplined and focused. Money or no money, Record labels or no, a normal family life or no...whatever it takes, you should be able to get past all that without taking your eyes off the target. Lock it and live it till your last. Don't let anyone convince you otherwise.. never a Plan B. By default Plan A will succeed.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Making Mandalas and Zentangling. I have been training in psychology and therapy. I hope to offer Sound Therapy to children with special needs and the aged. Drumming and brain development are deeply interrelated.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Freelance musicians have suffered greatly. Venues in my city had shut down. Thanks to online concerts the scene is picking up but it'll take a while for sure.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The biggest challenge has been to convince people to look at me neutrally. A girl on the drums is more than just sex appeal. She isn't getting popular just because she's the odd one out. That she can have talent and be better than tonnes of boys, is a fair possibility. I've had to fight my way up. To convince people to let me do my thing. Sly Club managers, prejudiced male colleagues to chauvinists in the audience...it's been fun proving them wrong.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

I would want to earnestly request you, the reader, to encourage your sister, niece, daughter, friend, fiancé or any woman you know. Let them do what they do. Be by them, walk next to them but know they are quite capable of walking their own path.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I dream of starting a school or institute that offers sound therapy and healing methods to children with special needs as well as the aged. My plan is to offer services online initially, and carry it over to the offline space eventually.



PRERNA MAKHARIAA


ENTREPRENEUR & JEWELLERY INFLUENCER
FOUNDER - STYLE PRER & PET JEWELLERY

India's first jewellery influencer with 18 yrs experience in the gems & jewellery industry and is founder of India's first bespoke jewellery brand for pets

Times of India has covered Pet Jewellery in 6 cities in India

Has a 4 episode solo jewellery styling series with Tata Sky TV

Hosted a book signing for the iconic jewellery brand Cartier with the descendant of the Cartier family

 @styleprer & @petjewelleryin



*Prerna has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

During my university days, I wanted to pursue character animation. The opportunities back in 2000 were limited and I did not want to move to the US to pursue it. Being a marwari, I had grown up seeing some of the best jewellery and was always fascinated with it. Having an inclination towards jewellery and art, this was something that would come naturally to me.

In 2002 & 2003 I pursued formal training in jewellery designing, manufacturing, gemology and diamond grading from GIA, GII and SNTD. Started my career with jewellery designing and manufacturing under my own brand Prerna Makhariaa until 2008. Post this I joined Tara Jewellers where I headed jewellery product development and merchandising for a retail chain of 50 stores.

During this I curated a collection under my own name for Tara Jewellers and we did trunk shows across 10 cities back to back with extensive media coverage.

I also showcased my jewellery at the India International Jewellery Week (IIJW). In 2013, during the 10th anniversary issue of Swarovski's Gem Vision book, my jewellery was selected among top 3 from India on a global platform.

While designing and manufacturing jewellery, the world of styling jewellery always fascinated me and how the jewellery looked on wearing was equally important. That's when I thought of taking this online and extending my knowledge to the world.



Whenever I would search for jewellery influencers in India, none would show up apart from international ones. This gave me the opportunity and the first mover advantage to become India's first jewellery influencer. The initial 2 years was a struggle as the jewellery industry had no idea what influencing was all about. They would ask questions like "will this come in a magazine, newspaper etc" they had no idea of the potential an online reach will give them.

I have worked very hard to carve this niche of my own. In this journey I have worked with the best of brands like Cartier, Rolex, De Beers, Chanel etc. India's largest OTT platform Tata Sky, Radio Mirchi etc. Won many awards and accolades for my work.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The zest to achieve my goals. I enjoy what I do and until I have a crazy hectic day, it doesn't give me satisfaction. It's not about how many hours I put into work but about assessing how much I achieved at the end of each day.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

When I started my career in jewellery designing and manufacturing, there were challenges to begin a startup, my mother taught me to never give up and constantly boosted my moral.

Later when I joined a corporate, it had its own set of challenges but every day was a learning and perhaps that's why I am where I am today.

When I started jewellery influencing, the Indian jewellery industry wasn't ready for this concept, rather most of them did not even know what jewellery influencing is all about. It took me lots of patience and the urge to not give up, make a mark as an influencer. With all due respect, what I feel disheartened about is people in our country do not respect the work of home grown entrepreneurs or brands and constantly look up to international ones for their endeavours even though they have to at times pay more than double the amount.

What's satisfying is my patience and the urge to never give up. My mentor would always tell me - "Prerna always be ahead of the game." and that's something that has been etched in my mind.

I don't shy away from taking risks and maybe that helps me with the first mover advantage in most of my projects. It's not always about the money, at the end of the day I should feel happy and enjoy what I am doing. Success doesn't enamour me and failure doesn't let me down. I am like that turtle from the hare and turtle story who likes to try until I succeed.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

There is a saying in hindi "haathi ke daath khane ke aur dikhane ke aur hote hai" which means that my profile may be very glamorous due to what it looks like on the screen but what one doesn't know is that effort and hard work to put that together.

Eg. All the glamorous jewellery looks you see on my profile, there are times I wake up at 3 or 4am to get ready for a shoot at 6am to which the audience only sees the end result of that shoot.

As outgoing and modern my work profile demands me to be, I am a very private person when it comes to my personal and family life. Eg. I did not even have an instagram account till I turned into an influencer.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Being patient is very important. Don't be let down by failures, they help you learn.

There will be good days and bad days. On a bad day, if you are not upto working, it's absolutely ok. Take that break but make sure that the next day you get kicking.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

There is no such thing that I do not enjoy.

Talking about things that I am passionate about is traveling, adventure sports, watching sports and playing it. These give me a high.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

When the lockdown was announced, the gems and jewellery industry in India was affected big time. Gold and Silver were rocketing at their all time high. Luxury sector was affected in a big way.

However I must say that this also gave the opportunity to the industry to become digitally savvy. People who had never done digital and online meetings were operating businesses online, showcasing and selling jewellery through video calls.

Things began to change around August when consumers slowly started moving out and seeking appointments with jewellers. The wedding season of October to December has been very busy with bridal jewellery orders flocking. It gave the jewellers a relief as they made great sales which they weren't hoping.



However when it comes to online marketing, things have changed for good during the lockdown as jewellery shows were being held online virtually and many brands have re-worked on their social media and digital spends.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

When I started jewellery influencing the concept of jewellery influencing was alien and I struggled in the initial 2 years to make people understand its concept, while luxury and lifestyle influencing was flourishing.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Don't shy away from taking risks
Be patient, be experimental
Keep innovating

The path I chose has been a self made one without any family background in the gems and jewellery industry, however I was determined and passionate to carve a niche for myself. I am proud to represent India on a global platform being the first jewellery influencer from our country.

Jewellery always holds an emotional value, trends may come and go but memories and sentiments remain forever.

Be a trendsetter, not a follower!

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

All I can say is there is lots coming up, so stay tuned on my Instagram and Facebook to know more!



RABIAH BHATIA

FOUNDER, DIRECTOR, CEO
AT ED WEBSTUDIO CHANNEL

She is a Spoken English Trainer Certified with British Council, Experienced Senior Brand & Communications Professional, Mentor, HR Professional & Recruiter with a demonstrated history of working in the various domains and reputed schools

Awardee of Rex Karmaveer Fellowship Global & Rex Karmaveer Bronze Awards

Teacher Trainer Award by Dr. A. P. J. Abdul Kalam International Educator's Honor award 2020

Awardee of GURUPNISHAD SAMMAN by Charles Walter's Society for Innovation & Research

Has been declared as International Ambassador of Peace by WorldLiteraryForum for Peace and Human Rights

 @rabiah.bhatia.31



*Rabiah has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

A Spoken English Trainer Certified with British Council, Experienced Senior Brand & Communications Professional, Mentor, HR Professional & Recruiter with a demonstrated history of working in the various domains and reputed schools such as Pathways Group of Schools, Sahaj International, Ramagya Group, National Victor Public School, and Wonderland School. Having spent 18 years as a working professional, I have had an enriching experience of working on and understanding varied industries & would like to proceed further on this path and work on more projects that will give me a chance to employ this knowledge to achieve good results and also give me an opportunity to explore new avenues. Expertise in Operations Management, Brand Management & Communication Expert, Collateral Management (Content), Training, Customer Service & HR Operations, policies & procedures and Performance management.

I won't say that I am talented however, I am equipped with few things which I feel I should use for the sake of the improvement of society as well as to make each person understand that their happiness lies in their own hands.

At the back of our minds there was a lingering thought on how the "stay @ home" could be utilized, so I thought of doing something creative to motivate & encourage others, be it Teachers, Students, Educators, Young Professionals and so on and help them to succeed during the crisis.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

My passion is to create a peaceful society, spread happiness. My passion is to opening children's eyes to the wonder of the world around them and to their role as guardians of their environment. This Pandemic has brought in a lot of unprecedented anxiety among most of us... but it has also created unstoppable warriors amongst us.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

As a leader, I believe in fostering every child, every human being in a free and unconstrained atmosphere. It is important to make sure that they feel relaxed and don't overdo it. We want to cultivate them to be self-motivated and independent. Let us try not to raise them into perfect bonsai trees, but rather strong towering that grow freely in nature, deeply rooted in the earth and reaching for the sky.



KRISTINE JAMES ZEDEK

ACTOR, EMCEE, VOICING ARTIST, LIFESTYLE
INFLUENCER & COMMUNICATION MENTOR

A media professional with a bouquet of selective work to her credit, that includes Tv Commercials, Short Films, a Feature Film and Music Videos

www.kristinezedek.com



*Kristine has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I'm Zedek... Kristine Zedek! That's how I'd like to introduce myself...a female James Bond version of how I say my name! Ha ha! As you can already see, I'm someone who loves to break the ice and have a good laugh while I'm at it!

There was a time I belonged to the corporate world when I used to live in Dubai but soon decided to follow my instincts and landed up in this amazing city of Mumbai where it was a place where I knew I could make my dreams a reality.

With no media background whatsoever, I decided to step into the world of acting and worked my way through from scratch. All I knew was that I didn't want to leave any room for regret or blame and hence set out on my own path to self-discovery and figuring it all out myself!

Today I'm an Actor, Emcee, Voicing Artist, a Lifestyle Influencer and a Communication Mentor...all in all I'm a Media Personality!

People always wonder why I'm always so happy and on a high! Though it feels like a secret or a mystery, it's all actually the simple things that I follow that keep me and my spirits always high. In fact, because of this very mystery, I'm now known as THE HAPPINESS MYSTIQUE! I keep doing what I love and what makes me happy because I feel it's total injustice if one cannot make the most of their gifted talents or life. I still am discovering myself and that by far has been the best part about this journey of mine till date!



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

What motivates me is life in itself as it's the most exciting and yet unexpected experience one can have. I wake up every day like a lark because I can't wait for life to surprise me! I do have my days planned and yet there's room for the unexpected as well!

I mostly find myself creating something or the other. In fact one thing I truly look forward to is one of my daily mini projects. I create a mini audio visual podcast every single day, which is a compilation of a video message backed by my audio message giving my perspective to how I view life. These are all inspirational and motivational messages. I've been doing this ever since the pandemic had started and haven't stopped since! You can view them on my Youtube channel @kristinezedek under KZ's Daily Musings.

The other project I'm currently working on is my upcoming online course called Mission Communication. It's all about the joy of effective communication that can help rebuild the human connect for people to have better relationships. This is one course to look out for because I know it's going to help transform lives and relationships!

So all in all, my day usually comprises of educating myself and also helping people with awareness that can take them to the next level of their lives. It gives me immense joy to see people happy happy and smiling.

WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

As an Actor, Emcee and Voice Artist the opportunity to have a brand new experience every single day is the most exciting feeling. No two projects are ever alike and that's why gives me a high in life! Also getting to interact with people is what makes me truly happy because I feel I always have something to learn from everyone.

The challenging aspect is of course the competition that cuts the budgets. That is really heartbreaking.

Now as a Communication Trainer and Mentor, I'm in a much better position to be in control of the work that I do. Here I am my own Boss and get the privilege to help people in whatever way I can to make their lives brighter!

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I would say, don't let anyone tell you that you are capable of doing only one thing. If you're good at doing 10 different things, just do it as long as it makes you happy. The purpose of life is to be happy, not keep dimming your sunshine because of what others think! I always and always believe in following my heart / intuition and instincts and making it smile. That leaves me with no regrets and just knowing I did it my way!



WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

It's crucial to know your values and principles. If your foundation and basics are not in place, it's easy to get swayed into what others throw upon you. Also having an open mind to learning and looking at the bright side to all that happens with you, can take you a long way. Rejection and failure is a part of making you tougher and one can learn so much from just that alone. And above all, one needs to feel secure about oneself. If you're insecure, then that's the first step to losing yourself!

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I'm passionate about helping people understand what is it that they need to tap into themselves that's going to change everything about their lives and relationships. I help them also express themselves better through the Art of Communication. Hence I created an online course called Mission Communication which is going to be launched shortly. I'm super excited about this!

I'm equally passionate about Conscious Living and being in touch with Nature. I believe that Nature is the answer to everything...right from what we consume, our health to our state of mind. Living consciously is what can change it all for our well-being, be it mentally, emotionally, physically or spiritually.

I also love life so much that I enjoy connecting with nature and find myself often talking to crows (who now talk back to me as well), birds, and all kinds of animals. I also tend to just start singing and dancing out of the blue. Reading books and watching info on evolving oneself is something that I'm hooked on!

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Initially before the pandemic, everything was going as usual...the craziness of it all. During the pandemic, everything came to a halt which meant no income. I was lucky to start getting online events as an Emcee/Anchor and also do voice overs. The acting work had to wait!

Post lockdown, everything has picked up. Now everyone is valuing work so much more as work is now picking up. Yes...the budgets still are a challenge but I'm still happy to be doing all that I do!

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Making a mark for oneself in an ocean of talent is always a challenge. We're flooded with so many talents from world over and each one comes in here thinking it's a glamorous world where all one needs to do is look their best. But it's way beyond the superficial outlook and it's more of having a warrior mindset to work hard and stay focused to make your dreams come true.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

I would like to say, life is the biggest teacher we have and one should always keep an open mind to learning new perspectives to life. Also self-love is the only truth that can take you places. When you're confident about who you are, that's the only weapon to shield, protect and also take you forward in life!

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I know I'm not going to just stop at doing what I'm currently doing. I still have so much more to tick off from my bucket list, achieve more and keep recreating myself to be a better version of myself. You will definitely be seeing more of me in even more new avataars!

Just like I started this interview James Bond style, I'd like to end it with one the Bond movie title that's apt for what I believe it... "The world is not enough"!



SHERRY MEHTA

CHEF

CCO AT KANAK BY SHERRY

Pioneer to showcase Himachali / United Punjab cuisine in the country through pop-ups

1 runner up at grilled tv show on fox life

Known as the pop-up queen of the county

Miss Shimla 2005 with Miss beautiful skin and Miss photogenic

📷 @agirlfromthehills



Sherry has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Chef Sherry is one of the most sought after home-chefs in India. Known for her Undivided Punjab and Himachali food festivals, she has built a rock solid reputation among foodies and critics alike. Authenticity, passion and perfection are the key ingredients in her success story. Apart from being a revered home-chef she has donned many hats in her 8 year long career such as a caterer, a food expert, 1st runner up on Fox Life India's food reality show - Grilled and has even adorned the Miss Shimla crown in 2005. In the beginning of 2020, she attained biggest milestone in her career when she curated a Celebratory Republic Day Dinner for 1200 dignitaries from the Indian High Commission in Dhaka. Now, she is ready to cook up a storm in her new venture Kanak by Sherry launched on 5th of March delivering all across Mumbai.

WHAT MOTIVATES YOU TO WORK?

Food, everything revolving around food.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The smile on my diners face is the most satisfying thing I receive in this career.
The challenges of a food entrepreneur as a woman is predominantly a part of our day to day life.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

The heritage and the depth of of my culture, the diversity of my cuisine which I am trying to out on the platter.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Focus on the right goals and be clear about your food. I am the person I need to be.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

My OCD for cleanliness

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

This time has definitely been quite challenging. Volumes have gone down. Challenges with profitability, procurement of the right material, Hiring staff as people are still scared to go out and work. But I'm sure we still overcome with the present situation.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

As a chef, keeping everything in order does get challenging. Well where we try to bring the best on the table for our diners I believe the only problems which we face are getting good staff and sustainable delivery models.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

The woods are lovely, dark and deep and have some promises to keep.
Miles to go before I sleep
Miles to go before I sleep

I strongly believe in this and will just say that take baby steps to your goals, don't rush to be in the crowd, but stand alone and make your mark.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Let Himachali and Undivided Cuisine make their identity in the country and beyond.



SHIVANI MAYEKAR

AESTHETIC & COSMETIC DENTIST
DR.MAYEKARS DENTAL CLINIC

She is a trusted dentist and has had many happy patients from all walks of life in her 12 years of journey



*Shivani has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a practising Aesthetic & Cosmetic Dentist for the last 12 years at Dr.Mayekars Dental Clinic. I graduated in year 2008 from D.Y. Patil College, then did a PG course in Aesthetic Cosmetic Dentistry from Buffalo University New York.

Working with Dr.Sandesh Mayekar has moulded & shaped me as a passionate, hardworking doctor who is in sync with the latest technology and needs of the Dental Field as well as treating your patient to be Next to God.

I have been the Dentist for the T.V show Band Baaja Bride by Sabyasachi and groomed and shaped Smiles for many Brides and Grooms on the show.

Have done paper presentations and given various lectures in the Dental Community at national and international fronts.

Working last 12years now has allowed me to treat patients from various social status and taught me a new lesson each time.



Be it Mr Godrej or Mr Kumarmangalam Birla or Shah Rukh Khan, Hrithik Roshan, Tiger Shroff, Saif Ali Khan or Kareena, Sushmita Sen to our CM Mr. Uddhav Thackrey Raj Thackrey Mr. Phadnavis to Hardik Pandya Yusuf Pathan to a regular middle class patient to a deaf dumb child or a househelp family, have treated them all with the same discipline and dedication.

And look forward to giving each and every patient of mine a beautiful smile and healthy oral hygiene in the future as well.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The fact that I can make each and every patient of mine smile after every treatment and relieve them of any pain or discomfort is the most rewarding feeling and motivation that makes me want to get up and get to work with more vigour each new morning.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The most challenging part is convincing today's Google patients who have their notions set, about the work that needs to be done in his or her mouth and reframing their mindset that's already set due to the easy access to all queries online.

And the satisfying part too is the same when I can convince the same Google patient to do the correct conservative treatment he or she needs and also convince the financial part behind it as well.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

Well you would be glad to know I am a National Badminton Champion in Singles as well as Doubles U13/ U19 age group. Have played with Jwala Gutta, Aparna Popat, Saina Nehwal in my Schooldays. Have been playing since I was 7yrs old till now. Have been a State Level, District level Winner as well as represented my School(IE S) College(Ruparel) and D.Y. Patil University all years and have been the Champion numerous times.

Even in Dental college have been the winner all years. So yes I have this Sports history to me.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

To succeed in your career or your everyday life I feel you just need to be a "Genuine" & "Happy" person so you can make others happy as well as yourself.

Being honest happy dedicated genuine passionate in what you do always gives the best positive happy results in daily life be it Smallest to Biggest achievement, is my mantra.



WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

As I said I am a complete Athletic and Badminton passionate a Doctor. Also since last 1 year il have been a keen Nature Photography enthusiast, I click Birds and another unique aspect of photography thats MacroPhotography where i click Insects and all small macro objects which includes Teeth as well.

Recently I was awarded the 1st Prize for my MacroPhotography Picture of a Jumping Spider by the "Government Dental College" on occasion of the 'World Photography Day' attaching few of my photographs clicked.

Also I am a big time Foodie. I write food blogs for Zomato and love to try new places for unique food experiences.

Also lastly a Passionate Bollywood lover to the Core.. Movies Music Dance is Life.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The entire World is affected by the pandemic so yes even Dental field was as first and foremost we as dentists needed to jot down our own safety protocols of our practise.

Because we were the 1st in line of contact with the patient dnd the mouth of the patient and the fluids and splatter.

So few months went in doing that and also people in general were scared to venture out in general, so a dentist definitely wasn't on their radar unless anyone had immense pain or dental emergency.

But few months down as our safety protocols were set we were back in the work mode and since practise has been smooth without any mishap and the patient flow has never been better.. Touchwood.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

The biggest challenge we face is our "Own Safety" in our profession due to the ongoing Pandemic. We being in the immediate line if contact with the mouth n fluids we have to take utter care as we work and whom we work on.

A thorough patient history has to be taken with O2 level and Boy temperature checks every time we see a new case... so overall the patient chairtime has increased but overall we hav got in the groove now.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Definitely I would tell everyone to be Happy Positive Passionate Determined Focused Hardworking and Live Life to the Fullest and that, This Too Shall Pass.

We have endured the worst phase ever imagined in our Lifetime as Millennials. And we have beat the Covid 19 and emerged winners so we have definitely come a long way and from here there is only an Upward way to go.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Our charity Dental Check ups for BMC Schools in collaboration with Aditya Thackrey where v have our one of a kind - in house Dental Van that visits the schools all over to do the checkup of under priviledged kids.

Also we conduct free Rotary Dental Treatments for all. We have setup the one of a kind Dental Implant Specialty Clinic where under one roof we can place multiple company implants as per the patients budget and not just one particular system.. It was recently inaugurated by Mrs. Rajashri Birla.

And most important - upgrading ourselves with the latest World Class technology material and techniques in Dentistry to treat our patients better and better is and always our past present and future goal.



SONAL BOTHRA

FOOD BLOGGER & TRAVEL INFLUENCER

FOODIEKLIX

A connoisseur food reviewer across India & abroad

📷 @foodieklix



Sonal has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

A food lover and a critic is what I would call myself, but to know that this was my soul n sole desire, it took me long. From an avid banker to someone who spent a decade in men's fashion, looking and relating fashion to food and all that existed to food, Finally taking up food blogging as my passionate profession because that's where I always belonged.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The ever evolving me and my contemporaries looking up to my work motivates me. The beauty about food and travel blogging is one learns and creates something better each day, As this is a passionate profession and when I receive accolades from people of my industry of it quadruples my desires to get better.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Everything about my work is beautiful and soul stirring, and yes, the trust that the food & hospitality industry bestows in me for my knowledge, content and experience is extremely gratifying. To choose the most outstanding ones from all my lovely associations is most challenging.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

One Interesting thing anyone would miss from my profile to know is that am avidly involved in men's fashion industry for over a decade.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Continuous learning & Perseverance is the Key to succeed.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Travel, travel and more travel.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The impact on most sought industry is unexplainable but the undying need for the same has helped in reviving the food and hotel industry to a certain extent.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Creating great content is a challenge & still you find quantity ruling over quality is a shortcoming.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

The age old adage "Nothings Impossible" if there is passion and urge to excel, is all that's needed for excellence in any industry.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Future plans are to create more video content across the globe focusing & supporting small business.



SONAL SONAWANI

PSYCHOLOGIST

CEDAR

She runs an organization called CEDAR, which specialises in depression, anxiety and relationship issues and suicide prevention

Awarded as Star Counselor by Academy for Counseling & Education by Ms. Salma Prabhu

have contributed to several media channels by giving inputs on important social matters that have brought about a change in the mind set of people. Thereby I have been recognised by a state newspaper by dedicating an entire page interview given by me.

Spoken on large platforms to spread awareness about mental health including, national seminars, First cry parenting, Uddeshya Mumbai, etc.

Was appointed as mental health ambassador by ICICI Prudential Life and is currently working alongside Aawaz.com, one of the largest podcast in India, by creating and hosting episodes on suicide prevention

 @sonalsonawani



Sonal has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I have been brought up in a household, where books are your best friends. My father, being a renowned author, historian and social activist along with being an entrepreneur instilled values of living a balanced life, filled with knowledge, power, literature as well as the ability to materialise any hobby. My mother, an extremely loving and caring person has always taught us the value of unconditional love and empathy. She is a counselor without learning counselling skills. She has always listened to me patiently and has been a rock solid support throughout. I was in 10th standard when I was supposed to make a career decision. All my friends back then were opting for engineering or medicine or architecture. My school had incorporated career counselling in our last year there, and my aptitude test results were great. I was told basically that I could do anything I wanted. I was always a bright student, and a favourite of many teachers. They all urged me to study engineering followed by an MBA, a typical route. It suited me well as well, because my father owned a software company back then, and I was destined to run it. I was certain that I would study computers and then go for a degree in management. My father, on the other hand, was against me taking the generic route. He introduced me to a whole new world of economics, psychology, philosophy, marine life, astronomy, etc by bringing home a bulk of books on each subject. He would always tell me that the world needs people in unexplored areas. I started reading these books and was always fascinated by these arenas. What really shaped my career decision was a very unfortunate incident. My maternal uncle, who I was closest to amongst all relatives, died by suicide a few months before my board exams.



I couldn't believe what had happened. He was always so jovial and full of life. When I heard that he was seeking treatment for depression and was heavily medicated towards the end, I was heart broken. I could never imagine my uncle being in depression. This is what made me take a firm resolution. I wanted to study psychology to help people like my uncle. I was certain I did not want to become a psychiatrist in India. I couldn't keep thinking throughout my 10th that I wish he had someone he could speak to. Someone who could identify why he is going through what he is going through and could help him relieve his pain. I learnt a very important lesson that month. Each and every person around us, each and every smiling face, has faced suffering. You never know who might be suffering in the moment you are speaking with them. Who is thinking of ending their life while we are speaking with them. If I can just do my bit, and know a little bit more about human behaviour, I can help save a life. This is how I decided to study psychology and I began my career.

I completed my studies as one of the top in the university, from Fergusson College, Pune. Immediately I got to work after my Masters. I started off as a remedial educator & psychologist in Academy for Counselling & Education (ACE). I went through training simultaneously. I started working with children who had learning disabilities like dyslexia & dysgraphia, ADHD, Autism, slow learners. A lot of work with these children was to build their skill levels rather than help them with their studies. A child is unable to read because the neural processes required for reading are not as developed. So, our job was to help each and every child who came to us, develop these skill sets through play and fun. During this time, I was involved in a lot of research, and we were on the verge of developing a standardised model to help these kids across all our centres in Mumbai and Pune. The reason being, each and every remedial educator was working differently with each child, and developing IEPs (Individualised Education Plans) as per their own experience. This led to differing progress in multiple children. When we saw that this is the state everywhere else in schools as well, owing to the fact that Remedial education training in India is still in its nascent stages, and most remedial educators end up teaching school syllabus, we decided to take up this herculean challenge of trying to standardise the process. I was then designated as Head for Training, research & Development, when I was merely 25 years old. The work on this project had already started a year ago, and I was one of the people leading this project. Post my promotion, this project became my baby, and we successfully developed a software that can reach a diagnosis in 5 minutes along with an IEP designed for the child. The IEP would then keep changing based on the new model's monitoring process, and the remedial educator would be provided with all the necessary equipment as a part of the IEP. This made the job of each educator so easy, and therefore, the educator could focus more on the emotional development of each child, as the IEP and identification was taken care of. Today, thousands of children are benefitting from this model and the reason I speak so proudly about this, is because for the first time, an Indian organisation had linked psychology with technology and created something that would change thousands of lives. This was one of my biggest achievements and this project took 3 years of my life's dedication.

At ACE, I designed several training programs, and trained thousands of individuals in remedial education, counselling, psychometric testing, psychotherapy. I personally would do all of this and conduct at least 3-4 sessions with my clients each day. I used to literally be in office for 14-15 hours each day! My schedule hasn't changed much since!



In 2016, I was going through a rough time personally. I did not think that having depression in my genes, could also lead me towards the same path. Being a psychologist doesn't stop you from being human. And this was the time, when I attempted suicide twice. My work started getting affected, but luckily the founders at ACE were highly empathetic. They helped me in every way possible. It took me almost 6 months to get back to normalcy, but a part of me never became the way it was before. This is the time, everything shifted for me. I realised that my life calling was not where I already was. I wanted to dedicate my resources to suicide prevention. Having been there, I knew exactly how it feels. This is when I quit ACE, and I started my own organisation called CEDAR in August 2017. CEDAR stands for Center for Depression Anxiety Relationships-most common causes of suicide. CEDAR was launched with literally INR 400/- in my bank account, and it has reached a stage today, where we are completely self sufficient and helping even more people than before. The struggle in starting a new organisation in a different city, with no money and little help, is a story for another time.

Today we have 10 counsellors and many more as volunteers who are dedicated towards the same goal. We as an organisation do a lot of pro bono work to help people in difficult times. I never left remedial education. Before the lockdown, I would go to Kothrud and do remedial teaching for children who cannot afford remedial services of well known private institutions, with the help of a Doctor, who lent me their clinic premises to do this work. Our organisation, post lockdown provided free counselling services to people all across the country to deal with COVID related anxiety and through this program, we helped thousands of people who could not otherwise afford mental health services.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

There are many things about my work that motivate me. I conduct almost 7-8 sessions every single day. It is slightly more than a psychologist is prescribed to work. However, I work with some really critical cases of depression and couples who are on the verge of separation. I work with a lot of families who have been struggling with disputes, conflicts and depression. Each and every session, for me, is goal oriented. The thought of each client's progress in the last session and to work on an aspect of his/her personality or thought process or emotional journey, and to see it working for them is what takes me through the day. When I see something shifting in my client's consciousness, and they also see the subtle changes that are being brought about in their lives, is my primary motivator.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

What I find most satisfying in my work is the changes that I help bring about in people's perspectives. When the same person, who is struggling with anxious thoughts and suicidal thoughts, learns to help themselves, and becomes empowered to deal with their emotions and life circumstances, and when they reach a point where they do not need my help as frequently, I find it satisfying. The most challenging part, however, is the emotional burnout that it leads to. If I do not work on myself simultaneously, or meditate often, it can make the line between empathy and sympathy blurry, often leading to personal frustration. No matter the experience, the human element in me, overpowers the psychologist in me, sometimes.



These are the times, when, to keep going on becomes slightly tough and I have to keep looking at motivators constantly. As this is work, where the results are not as tangible as you may want to see, you can often get demotivated and burnt out.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am a trained classical singer and an artist as well. This is something I have never mentioned in my profile. However, I go to my music classes regularly, and I practice the part taught to me during the week, with as much dedication. I paint once every 3 months, whether it is on the canvas or on the wall!! Along with this, I am fascinated with mythology and history. I read a lot of material related to these subjects and I find a lot of life lessons from both. There is just so much to learn. I am also a basketball player and enjoy working on my fitness. Sports is an amazing way to combine the body and the mind. It helps me stay connected and united with myself.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

To succeed in my career path, the most important thing is EMPATHY. It is often a part of personality rather than a skill set, I have realised over the years. Other than empathy, excellent listening skills, analytical skills and articulation is extremely important. Analytical skills are very important, because as you are listening, you are also observing, and constantly questioning "why did he/she say this or use these particular words or where is this emotion coming from?". There are several models of personality and therapy that are not generic. You need to be highly aware and pick and choose a combination which can work best for each and every client. The ability to switch seamlessly from one client to the next is extremely important or you may carry the analysis of the previous session into the next one. Articulation and usage of the right words and language is again very important. You cannot be the reason of another trigger in your client due to wrong words. You are a good psychologist when you understand that a single word from your mouth can either relieve a person or trigger them.

You need to be a person who is kind yet assertive; calm yet strong; patient yet goal oriented; having good self esteem yet aware of ones flaws; somebody who keeps working on themselves yet in acceptance of their own self. Working in this field requires a lot of dedication. You need to know exactly why you are doing what you are doing. You cannot take the troubles of your clients to bed with you. You need to know when to let go and disconnect cords with people. I have seen many counsellors leaving their jobs or practice because of these reasons. It is not anyone's fault. However, being a psychologist means that you will need to have a lot of clarity in your purpose, otherwise it can become easily demotivating.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I believe all passions are irrational. However, personally, I am passionate about writing horror stories and watching horror films!



I know this is so completely out of character and a lot of people around me do not believe me when I tell them this, because they always expect a psychologist to be very positive!! However, I have no rationale for this and no words can explain this particular hobby. All my short stories are horror or thriller genre, and there must not be a single horror or thriller or supernatural film or series that I must not have watched.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

For obvious reasons, the mental health industry has picked up quite well post pandemic. The pandemic triggered a lot of fears and anxieties in people. Social isolation and lack of freedom and control due to the lockdown led a lot of people to seek mental health services without attending to the stigma of it all. Pre-pandemic, there were a couple of challenges owing to the stigma associated with visiting a psychologist or a psychiatrist. The only cases we would get pre pandemic were critical, severe, and the prognosis would be slightly difficult. However, post pandemic, a lot of work started at initial stages of anxiety and depression in people. As far as clinical cases are concerned, the pandemic situation did not help as much, because physical in person sessions ceased, and most people with severe OCD, psychosis, bipolar, etc. paused treatment, as they were not comfortable speaking from their homes. So, the pandemic had a mixed impact on this industry.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Specifically in India, the biggest challenge is a shortage of trained and licensed staff. The rules are not very rigid or strict in India when it comes to mental health and has led to a lot of crisis due to wrong diagnosis or treatment. Therefore, the biggest challenge that I was facing as a founder of an organisation was training the workforce, and retaining them. Other than that, a personal challenge that I have faced in this industry is retaining clients, who need long term treatment. As mental health services are expensive, and most people cannot afford the same for a longer duration, it becomes very difficult to ensure completion of therapy. Making it affordable for the masses, means there is a huge personal loss that as a professional you need to endure. Simply because, unlike other professionals, the time investment and energy investment is much more. Even NGOs cannot afford to keep on too many counsellors, as each session duration in itself is 45-60 minutes. Also, if a client does not turn up for a session, it is not only a loss to the professional, but the time cannot even be given to someone else who needs it more. From a more global perspective, mental health services, aren't even taken seriously by most people. Therefore, efficacy of therapy becomes an issue. The biggest challenge I faced was when clients start feeling better and discontinue therapy, only to relapse further on, and then deeming therapy as ineffective, which in turn discourages others to take on therapy.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

I strongly believe in keeping my INTENTION in check. Whichever industry you belong to, when you know why you are doing what you are doing, you will have a greater impact in your own life along with others. Whether you are employed, self employed or an employer, being sure of your intention is the key to change.

Getting comfortable has never proven beneficial to anyone. Keep testing your limits. Whenever you get complacent, understand that you have now the space to explore more. There is so much more in life than we can even imagine. Change is going to be uncomfortable, however, it is a fact of life. It is alright if you do not have a singular purpose in life. You can always keep exploring multiple things, and have several avenues open for yourself. There is no one thing that needs to keep you going. You can wake up to a new morning every single day. A lot of times, we get disappointed in our failures, and overjoyed by our successes. However, a failure and success can exist only when we have singularity of purpose. When you treat a failure as an opportunity, you will realise that you have the choice of multiple possibilities, and several doors are open for you. What you do with that choice is completely up to you. There was a point in my life when I didn't feel like going on. It felt as though all doors are shut and there is no other option left. However, I am a living example of how things can turn around. Life is about learning. Keep on learning. When we are learning, the process of failure and success becomes combined and acceptable. There is lesser disappointment and even lesser expectations.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I am planning on multiple projects currently. One of the key projects is a series of books on mental health, combining mythology with psychology and some fiction novels. Other than that, I plan on starting a suicide prevention helpline associated with technology on your fingertips, where you will be provided instant help when you need it. This is already work in progress, and we hope to launch soon. I am also planning on building an institute only for studies in psychology, where maximum branches of psychology can be taught by experienced people under one roof in India.



MIKHIL MUSALE


FILM MAKER

CREATIVE DIRECTOR & CO FOUNDER AT
CINEMAN PRODUCTIONS LTD

His first film Wrong Side Raju, a gujarati film received a national award in gujarat film category after almost 2 decades made by a gujarati maker

Was a part of the India's Entry to Oscar's this year in 2017 as a jury member which selected 'Newton' as an official entry He was felicitated by 'President of India' on 4th May 2017 at Vigyan Bhavan, Delhi followed by PM 'Narendra Modi' on 5th May

Was also acknowledged & felicitated by Chief Minister of Gujarat 'Shri Vijay Rupani', 'Shri Uddhav Thackeray' in Mumbai & Mayor of Ahmedabad 'Shri Gautam Shah. The film happened to travel at more than 17 film festivals

 @mikhilmusale88



*Mikhil has pledged to
grow trees and help protect our mother earth*

**WINNERS
2022**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a Maharashtrian, born & brought up in Ahmedabad among very few director's whose regional debut film "Wrong Side Raju" has won a National Award for Best Gujarati Film in 2017.

I was also part of the India's Entry to Oscar's this year in 2017 as a jury member which selected 'Newton' as an official entry

I was felicitated by 'President of India' on 4th May 2017 at Vigyan Bhavan, Delhi followed by PM 'Narendra Modi' on 5th May. He was also acknowledged & felicitated by Chief Minister of Gujarat 'Shri Vijay Rupani', 'Shri Uddhav Thackeray' in Mumbai & Mayor of Ahmedabad 'Shri Gautam Shah.

I have also been the Creative Director & co founder of the production house "CineMan Productions Ltd" who has produced game changer gujarati films like 'Kevi Rite Jaish' & 'Bey Yaar' from 2010 to 2016

I have also been an Ad Film Maker & has directed more than 30 Television Commercials uptil now.

My second film was "Made in China" starring Rajkumar Rao, Boman Irani, Mouni Roy, Sumeet Vyas & Manoj Joshi. Film is being produced by Maddock Films was released on 25th Oct 2019.



WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

I think I have been an engineering graduate turn into an entrepreneur/ film maker. I knew what I have chosen as a profession is going to be a lot turbulent but I realised when you enjoy your work, work becomes your life & when you stop waiting for weekends that means you love your work. Infact I dint find my work as work & its fun because I love what I do. Ofcourse the job is too stressful & hardworking but at the end of the day when the audience sees your product on a big screen everything pays off. As we say, we live for that Friday morning to get the film released.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Apart from a film director, I also co-write my own scripts. And process of writing films is quite exhausting but very gratifying too. Its quite a lonly process to sit on a laptop & get your scenes right when you see the world is moving so fast around you. But the process of writing my own films, my work, my characters also helps to me to create an universe better & eventually helps me to direct the film better. But its the most challenging & satisfying part.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am interested in many aspects of life apart from just making flms. I am a avid dog lover & I have recently started exploring cooking where I love to call my closed one at home to cook food for them.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

At the end of the day whatever you pretend or wish to be it's the skill, hardwork & passion which matters the most in terms of longevity where survival becomes the biggest aspect to swim through turbulent times especially.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I think it may find little stupid but observing people is something I love to do because storytelling is dealing with human behavior & it also helps to direct actors especially.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

I think films, events & few other industries were probably affected much more than others. It took us a lot more time & we are still juggling to come out of it. I think personally people have become more emphatic, more sensitive & they have understood the value of good life.



**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

I think first & foremost career in commercial art form doesn't really require a degree or an educational qualification. And I also feel especially in our country anything non-academic will have more hustle & pressure, as the penetration rate is very low. So there are huge number of people many of them are not self-aware & wanting to get into this industry with an incorrect, rosy picture about the industry.

The biggest challenge I was facing was the one which everybody faces. How do I get a chance to make my first feature film. Of course I took a different route eventually to reach where I wanted.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

Rehearsal, practice, reading, learning, adopting all these are very under-rated qualities of people who wish to get into films. I think you need to work on your skill everyday, educate yourself, motivate yourself before getting into the industry & foremost not playing a victim card. No one is responsible for your career option except yourself.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I have been associated with 2 Gujarati films, ran a production house for 6 hours & directed 2 feature films. I want to back & produce content now, soon start my own boutique production house & of course there are plans of some really ambitious films. Let's see where destiny takes me to




SONIA CHUGH

EDUCATION AND CHILD CARE
HAPPY MINDS INTERNATIONAL

More than 250 infants have grown up at HMI & more than 5000 daycare and preschoolers have enrolled in HMI in the tenure of 8 years

Received Times of India Education Icon award in 2021

Receiving Top rankings for all the branches of Happy Minds from Times of India, Education World, Education Today, Silicon India and many others from multiple years

 @roarrmediapr



Sonia has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I worked in Wall Street with the likes of JP Morgan and Goldman Sachs and carrying a degree of Masters in Computer Application. While searching for good childcare options in India, nothing I came across to satisfy the need. I completed an Early Child Care certification from Texas, USA, and a Certificate from Early Education Leadership from Harvard University Graduate school of education.

I decided to start Happy Minds International with the aim of reaching the highest international standards of early child care and preschool, right here.

More than 4000 daycares and preschoolers have enrolled at HMI in the tenure of approx. 8 years.

WHAT MOTIVATES YOU TO WORK?

Seeing kids growing beautifully, helping parents, and empowering the team is what motivates me the most.

I have always worked in a varied Team and always believed in the magnitude of achievement possible with teamwork.



WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The most satisfying is when the new mother continues her work peacefully after maternity leave!

9 years ago when we started, the most challenging part was to explain the importance of quality child care and preschool in the early years itself. While awareness is gradually increasing, but it continues to be a challenge in tier II and tier III cities.

As a leader, it is imperative that you trust your team members and support them. It is also important to create synergy from their capabilities. Building the right team that is aligned with philosophy is a challenging task.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

If you know about my profile, I am an engineer by profession who worked equally 9 years in Technology in India as well as abroad. I am a workaholic. Being from diverse backgrounds, I could see this industry from 3rd person point of view. From the very first day, I could align and understand the parents' point of view hence I always focus on parents' feedback, which I call a 'Free Cookie'. I intervene and connect with parents frequently, as a constant learning experience as well as to empower them with enough knowledge.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

It takes commitment, perseverance, intelligence, and hard work.

You have to be agile, willing to change with the times, pay attention to your market, adapt when necessary, and be emotionally very strong.

I'm a natural problem solver. I find it rewarding to dig deep and uncover solutions to challenges. It's something I've always excelled at and something I enjoy. Much of product development is about finding innovative solutions to challenging issues, which is what drew me to this career path in the first place.

'What does not kill you, makes us strong' challenges bring experiences!

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I have a few interests like traveling and trekking outside the city during the weekend but lately, I've been spending quite a bit of time volunteering myself in community and social work.



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The global pandemic has made this an exceptionally difficult time for the child care industry. Most of the daycare and preschools declared closure and left the industry. With this, women globally at greater risk of losing their jobs as they are picking up more of the extra chores and childcare during the pandemic.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

The biggest challenge I have faced is recruiting the right talent. There is no clear path for getting into the childcare industry and training for the job. Thus mostly we have to hire from diverse backgrounds and train our employees from scratch.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Have faith in yourself and follow your passion, success will follow.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

We are among the best quality childcare providers in India and I plan to take HMI to be one of the largest daycare providers in India as well in the next 3 years.



ANKITA SINGH

SENIOR VICE PRESIDENT
& GLOBAL HEAD AT CIGNEX

She has over 22 years of progressive experience in managing and leading various aspects of business domains of ITES

Ranked amongst Forbes India's Top 100 "Great People Manager" by GMI India two time 2019-2020 and 2020-2021

Successfully completed prestigious Harvard Business School online certification program "Sustainable Business Strategy"

Awarded "CHRO of the Year 2020, 2019, 2018 and 2017" "Women Personality of the Year 2019, 2018 and 2017 by Femina" and "Most Influential HR Leaders 2017" and many more

📷 @singhankita14



*Ankita has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I hold Ph.D. in management and is a gold medalist in BBA as well as in MBA. I have completed HR and Business Strategy related executive management programs from IIM-A, ISBHyderabad, and XLRI. Recently, I have successfully completed prestigious Harvard Business School online certification program "Sustainable Business Strategy". I am a certified PPA (Thomas Profiling) practitioner.

I have over twenty one years of experience in managing and leading various aspects of human resources spanning across high paced business domains of ITES. In addition to performing all functions of HR, I oversees the administration, travel, and resource management departments. Just as is the case in any other professional area, it has a certain margin of error involved. Balancing the situation and redressing the grievances at the right time wins the game.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

Apart from my professional life, I actively partake in addressing and supporting the social causes. I work closely with various NGOs' dedicated towards uplifting children's education and development. I also am an avid traveler and a passionate photographer who loves to capture the world and its beautiful panoramas.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Empathy is a precursor to trust. It serves as a key door to increase engagement, collaboration, and productivity.

As an HR, or a leader, a strong talent mobility strategy is essentially required to continually expand the employee's skills and experiences. Additionally, the leaders should be helping them move fluidly throughout the organization while aligning their career growth, passions, and skills with the objectives of the organization is also essential. Also, this helps in improving the culture of continual learning to maintain a growth mindset for driving exponential results to all the stakeholders of the organization.



VIRAL SHAH

DIRECTOR, WRITER, PRODUCER
& VOICE OVER ARTIST

His latest feature Film Golkeri won the best film of the year in popular films category and holds a record to be the fastest and highest gross opener on Box Office

Golkeri, won the best feature film of 2020 in two award festivals and also Viral was nominated for best director for the same

 @viral2886



*Viral has pledged to
grow trees and help protect our mother earth*

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

Starting my career as an actor in India's One of the first daily soap Ek mahal ho Sapano ka, I acted from 4th standard until graduation. Being active in theatre in college days, writing came naturally to me. Post graduation I decided to explore the 'behind the camera' side of entertainment industry and wrote 4-5 popular tv shows between 2010-2016 and in 2016 started my own production house called 'The Creative Tribe' where I produce ad films and digital content. Along with writing I began giving voices for cartoons, radio commercials and English films dubbed in Hindi and I continue being a VO artist till date doing some popular cartoon shows like golmaal and Simmba junior and Netflix shows. I directed my first feature film in 2017 and second in 2019. Now the plan is to direct as well as produce them.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

An opportunity to explore a new side of yourself. No fear of monotonous life and an opportunity serve to the purpose of your existence.

WHAT DO YOU LIKE AND NOT LIKE ABOUT WORKING IN THIS INDUSTRY?

I like unpredictability, healthy competition and freedom to creatively tell your story. What I don't like is absurd working hours.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I love learning new things. After graduation I went to learn how to fly planes and have a pilot's license. Also, I am a people's person. I love making people happy.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Patience and perseverance.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am passionate about traveling and board games. I am passionate about spreading education and basic awareness to every individual in this country.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Post pandemic digital medium has boomed but it has badly hit theatrical medium. And I feel major steps should be taken to revive cinema halls and content for cinema halls.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Working in this field is a blessing and I don't even want to imagine myself in any other field. The biggest challenge has been cutting through the clutter in content creation and that shall remain forever. Evolution is constant.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS RESULT OF YOUR EXPERIENCE?

I would only tell the readers to work towards their dream and not wait for miracles to happen on their own. Also, as a company we are trying to be Eco-friendly as much as possible because environmental degradation is real and we need to leave a cleaner and a better earth for generations to come.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

My plan is to tell stories and entertain people. That is the purpose of my life. And I shall continue doing so in any form of medium I can and strive to make this world a happy place in whichever little possible way I can.



YATHARTH GAUTAM

DIRECTOR & CHIEF MARKETING OFFICER
BIRLA OPEN MINDS

Helped chart strategic inroads for Birla Open Minds as a brand and is also instrumental in the brands Pan-India expansion

A firm believer in the motto of *Dictum meum pactum*, he adheres to the principle of performing what he says he will do

CSR Projects undertaken include Teacher Training at Annganwadis

 @birlaopenminds  www.birlaopenminds.com



Yatharth has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I began my career in the field of physical commodity trading with one of the worlds largest independent steel traders based out of London, UK immediately after completing my Undergraduate degree there. Having always had a keen interest and affinity towards relationship management, client servicing and of-course sales and marketing; it was the right platform for me to begin my career path. I've been through the grind of getting coffees for senior traders, running around the photocopier frantically, doing the odd bank errands for the finance department; and today I realise that those aspects of the job were critical in developing key skill sets that have not only elevated my capabilities professionally, but have further added to my personal growth over the years. What seemed like mundane and odd tasks given by my seniors had a larger meaning to it all.

I worked my way up from a trainee trader to a trader, handling the European markets along with Africa and eventually started handling my own book for South Asia. Cross-cultural management and interactions were always a driving force for me as my job gave me platforms to interact and negotiate with individuals of different countries around the globe.

Once I decided to pursue my MBA in International Marketing from EU Business School, Barcelona; I went in with the mindset that this would open more doors for me to possibly get my foot into other industries which though mutually exclusive, would benefit from my experience and skill sets developed over the years, and that's how I landed up getting into the Education Industry.



Today as the Director and Chief Marketing Officer, I am responsible for ensuring that not only our operational schools function in an efficient manner and impart quality education to students across India, but also make good returns for our investors and in turn for the company. I also look into the expansion of the brand Pan India with a very talented team of individuals without whom it would have been an uphill task to achieve 80 percent growth rates consistently over the past years till date. Today, Birla Open Minds proudly has reached over 120 cities across the length and breadth of India.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

The aspect of providing a solution, in this case, schools; across the nation and plugging the gap present in the system, effectively is a huge motivator. At the core of what I do in the company, the aspects that have driven me since my University days are still enforced on a daily basis and that; I believe is the biggest single reason that makes me want to get up every morning.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

I tend to look at this from a perspective where overcoming challenges is always the most satisfying feeling an individual can achieve. Education and more importantly the right approach to education is the most challenging aspect of my occupation. Investors want to set up schools, however often are misinformed about the processes and the gestation period of the project. Some look at it purely from a business aspect and some purely from a social service one; and finding the right mix of the two is the most challenging aspect of my occupation.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am highly meticulous in my approach towards everything. I still believe in writing down notes and following through on them, adhering to my calendar appointments set up, planning ahead and ensuring I have zero emails by the end of the week!

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

You have to keep an open mind and the passion has to shine through in each interaction you have. Being able to think quickly and swiftly on your feet, stepping up and making decisions is not the only skill set you require; one must take accountability and responsibility of the same.

You need to be someone who follows through on what is committed and ensures that there is constant support being provided over and above the dotted lines on a contract.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Music and Football tend to resonate with me at a passionate level outside of work. I am not into any specific form of music and tend to listen to songs in various languages which use melodies that not only soothe and rejuvenate me but also introduce me to instruments and sounds that transcend boundaries.



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Unfortunately, the education sector is hit pretty hard post-pandemic and is yet to see an uptick in investments; which are subdued owing to the uncertainty in the market. Whilst we would certainly not want to risk children and teachers to the virus, state government norms being different from state to state have hampered growth and certainly taken investors back minimum 2 years on their investments made. I do hope that they receive more aid to ensure existing and new edupreneurs are not discouraged by the sector.

Pre-pandemic, we would sign up close to 20-30 schools, and the number has come down to roughly 10-15 now with no clear operational dates.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

I think when it comes to marketing, the problem I see and the biggest challenge I face is setting realistic expectations and educating people that marketing is in itself a broad term that is loosely thrown around and often held responsible for aspects that it should not. Sales is a different vertical and is often mixed with marketing and even in marketing, you have various sub-sets of marketing that need to be clearly outlined and planned in accordance to your goals. To truly achieve an Omni channel marketing model, one needs to intricately understand the nuances of marketing as a whole.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS RESULT OF YOUR EXPERIENCE?

I think being realistic in your approach and planning ahead are important aspects that individuals need to keep as their anchors. Don't become a "yes" man or woman, analyse aspects from a viewpoint others would probably miss analysing from and don't give up! Perseverance is surprisingly more beneficial than you can imagine it to be.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

I avoid talking about future plans as they are constantly being built upon, however the priority right now is for me to ensure that all our investors and stakeholders like the children in our schools, their parents, staff recover from this downturn and roadblock brought upon by Covid, and come out stronger and with a smile on their faces that goes ear to ear!



DR. APARNA PANDYA

PERIODONTIST & FACIAL AESTHETICIAN

Healthpreneur, Philanthropist, International speaker, Panelist at several scientific sessions, Mentor & Leadership coach

Founder-Le Imperial Health Care & Director-Chaitali Polyclinic, Mumbai

Title holder- MRS India Vivacious2019

Executive editor -Feelings International magazine and multimedia limited

Jury for Mr & Miss Glamlook 2021

Social media influencer (Produced several videos for spreading corona awareness and dental awareness by providing authentic information on youtube,instagram and Facebook.)

 @draparnapandya



Aparna has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am Dr Aparna Pandya, a Periodontist and Facial aesthetician by profession and "smile crafter" by passion.

A large part of my day is spent treating my patients and educating them and thus my persona is of someone that enjoys bringing smiles on the faces of people around me.

WHAT MOTIVATES YOU TO WORK?

The very thought of gratitude to be blessed as a person who can craft beautiful smiles in itself is very satisfying to me. The happiness and satisfaction I get from pain-free patients is immense and soul-rewarding. This very thought makes me wake up every morning (no alarms) and jump off my bed, and head towards work.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Smile crafting is the best part of my work. What bothers me is the the lack of awareness in the society about the importance of oral care .



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I may sound like an extrovert from my profile, but actually I am a perfect mixture of both introvert and extrovert.

As much as I love spending time with family and friends, I do enjoy a little me-time every now and then.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

One of the key qualities mandatory for succeeding as a dentist & healthpreneur is—Leadership. Other skills that are inevitable are impeccable communication skills, interpersonal skills, problem solving, manual dexterity and most of all a love for continuous learning.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I am passionate about "adding value" into the lives of the people around me by reaching the masses and creating an impact in their lives. I am blessed with the "gift of gab", I use it to the fullest possible potential. I am the title holder of "MRS India Vivacious2019", an International speaker, Mentor & Leadership coach, Author - REBOOT.zip (Best seller), Columnist - various national and international magazines, Radio jockey, TV anchor, Model, Social activist and environmentalist

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Dentistry is one of the many fields that have been struck hard during the pandemic. Clinics were forced to shut down due to the risks associated with the rampant pandemic. The COVID-19 pandemic has impacted how dental care can be safely delivered in the short term, and likely will stimulate permanent changes in how dental care is delivered. In a recovering economy, cost reductions may foster a more independent scope of practice.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

The lack of proper awareness is the first and biggest problem dentistry is facing. The ignorant public blame the industry for being expensive when they could have prevented the problem in the first place.

The systemic impact of the oral conditions are still a dark place for the majority. Many diseases can be controlled if not prevented just by following some simple habits everyday.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

TIME is the only entity that you can never earn/replace/restore once lost. So beware how you decide to spend it.

And if you invest your time on adding value rather than utility you will be paid a heap-load!

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Me and my team are currently working on a project "Global Youth Empowerment Drive"-to address the issues of youngsters during this pandemic and to continuously inspire, motivate and guide them during uncertain times like this. We are teaming up with schools, colleges, media and other institutions across the globe to make a difference.




SONALI RAMAIYA

PUBLIC RELATIONS
FOUNDER, ROARRR MEDIA

Narrated growth stories of more than 200 brands in top notch media publications and channel

Awarded for great PR strategy and execution by We Expedition, BNI Gobal

 @roarrmediapr



Somali has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a Publicist with 11 years of experience and the Founder of Roarr Media & Public Relations, a Digital PR agency. I ventured into entrepreneurship at the age of 27.

Communication was always the most fascinating subject for me. I was that student who always got excited about essay writing and elocution and did well in content creation. Creativity has been innate and that led me to explore the world of PR. An MBA in Marketing, I have always been enticed by branding, marketing, advertising and communication.

My last job was at a Business Consulting firm called Acumen, where I worked as Head-Corporate Communication. In this role, I learnt about businesses and entrepreneurship as I wrote on behalf of the company and their spokesperson. The thought of skill with will provoked me to start my own company in the year 2014.

Since its inception, the company has been exploring new platforms for publicity and promotion of brands in the SME space and individuals with expertise in spheres like education, business, health, IT and more. During the pandemic, we identified the need for upgrading our skillsets and started a new wing- Roarr Digital. We aim to grow as a 360 degree marketing services agency in the near future.

Further, during the lockdown, in my quest to encourage Manufacturing in India, I started shudh-desi.com, where only Indian- made products can be listed.



WHAT MOTIVATES YOU TO WORK?

With PR, I get the power to make heroes out of thinkers, achievers, entrepreneurs by being able to narrate their story through the Nation's most powerful asset- the media. PR has been an ever evolving profession and everyday there is new learning in store as we communicate, carve stories and get them featured. It's a constant process of learning as we work with clients in different industry segments and study their businesses, cultures, trends, etc.

With Digital platforms coming to the fore, the quest is to keep upgrading our knowledge and skills to match up to the ever changing nature of the digital world.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

The best part in PR is that there are immense possibilities to get a personality or brand to be famous with the right strategy, timing and skills used. PR is a communicator's job and involves extensive relationship building with the media and trade bodies, influencers. Human relations are invaluable and I feel that is how PR adds to my personal growth, with connections.

One challenge that we face in PR is that results are dependant highly on the discretion of the media and there can be no predictions or commitments made, in terms of the scope of deliverables.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am a people's person, very passionate about social media. I love to socialise and make new connections in real life too.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

As mentioned above, communication skills- verbal and written are the most important in this field. You also need to be an extrovert and should have a knack to break ice with people. You need to be agile and know about the trends and be on the go to tap stories. One should be open to change and adaptability is very crucial now, as we witnessed an entire transition from offline to online during the pandemic.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I have a lot of affection towards animals and I wish to do significant work in giving the stray animals a better life. I also am actively involved in topics concerning environment protection and do my best to reduce pollution and harm to the habitat.



HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Pre- pandemic we witnessed a boom in the business as more and more startups and SMEs approached us for their marketing. There was increased awareness about the need and power of PR for business growth. However, the pandemic brought all PR activities to a standstill. We continued to work, owing to sectors like healthcare, e-commerce and logistics, which were doing well during the lockdown.

Currently, as we see a slowdown in the spread of the pandemic, we are witnessing a good demand for marketing and PR of brands who have not been publicising their work for the past year. With events opening up, there will be great demand for PR and Digital Marketing going further. Brands are investing in getting back their visibility quotient with innovative strategies and health and Pandemic oriented communication messages.

**FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD?
WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?**

Apart from dependence on media for the end result, i.e. coverage, there is no challenge as such. I rather feel privileged to be working in an industry which can be fully functional in the remote working mode and offers flexibility of time and travel, especially to women working in this field.

**MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR
READERS AS A RESULT OF YOUR EXPERIENCE?**

The pandemic has reiterated the concept of 'Survival of the fittest'. Whoever could adapt themselves to the changing climate of the pandemic, could survive the tough times. So it is extremely important to keep upgrading ourselves, utilising past experiences and knowledge. It is crucial to be your own source of motivation and keep doing and hustling hard. The hustle defines our stories.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

In the near future, I envisage establishing our company- Roarr Media & Public Relations as a 360 degree marketing agency providing solutions from branding to promotion and strategy to execution and business development.

Our work is in progress to develop and grow shud-desi as a renowned brand in the e-commerce space, post its launch.

I also look forward to venture into education and contribute towards skill development of our population.




TARANG ARORA

JEWELLERY DESIGNER

AMRAPALI JEWELS

He is one of the second generation powerhouse behind the current avatar of Amrapali Jewels who has redefined luxury in the modern context while still staying true to Indian roots

 @tarun_arora



Tarang has pledged to grow trees and help protect our mother earth

WINNERS
2022

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I have studied jewellery designing and gemology.

My design approach is explorative, I love experimenting and usually like to make different and one of a kind pieces and I am actively involved in cutting gemstones too.

I was born in a family where I saw my dad and uncle trying to establish a business with Indian art and crafts, so jewellery or the artistic instinct is something I would say was in my blood and my entire life has and still revolves around Indian art, craft & jewellery.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

It's like a child going to playground every morning, I think that's what it is, getting up and one gets to play with all these colorful gems and bring out the creative being in you.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

Creating a piece which I feel only selective people understand and to be able to find the perfect client for the same, someone who shares the same passion.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I am an easy going person and very chilled but if I get determine to achieve something or do something I really give my 100%, I start breathing, eating and living the mission which gets stuck in my mind.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

Skills to identify and appreciate the craftsmanship, to be able to present it to make it relevant to the modern world or current times. One needs to be patient, I sometimes cut the same shape in the same stone atleast 4-5-6 times to get the perfect color and perfect size that fits in, in what I want to make.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Working out, traveling and photography.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Luxury industry is the first to get effected and last to recover. We are yet to recover and I hope 2021 is the year for recovery. But pandemic has also made the digital transition for our industry what looked like a 5 year journey to a 1 year journey now. Everyone is exploring tech, it is very exciting to see what the future holds.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

I think the cost of precious metal, also lack of appreciation / consideration for art which we are trying to protect.

Biggest challenge is I think running a company or an industry in our country, government needs to ease out business policies and give more push to cottage industries such as ours.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

I think 2020 has taught us to all to go with the flow, respect nature in all forms and practice sustainability.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Plan is to keep the Indian heritage of jewellery making alive, keep it going and present it to the world in whatever ways we can.



SUMEET PATIL

VISUAL ARTIST, ART DIRECTOR,
SOCIAL ACTIVIST

A recipient of over 600 international, national and state level awards that have recognised him for his creativity & his artistic talent

Since 2016, he holds a record in the Limca Book of Records for making 108 eco-friendly Ganesha idols in 60 minutes with 25 physically challenged individuals

President award winner 2004; Balshree president award

 @sumeet.patil.crow



*Sumeet has pledged to
grow trees and help protect our mother earth*

**WINNERS
2022**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I'm a simple artist who has been in love with art and would take anything to let the art speak for anyone who is interested for it. Speaking about career path I have been working with specially abled children at different schools, teaching them to draw & paint, making artistic movies, taking projects with divyang (PWD's) students which has been taken note by Limca record, the work has fetched many around 600 awarded internationally, nationally & at different levels.

WHAT MOTIVATES YOU TO WORK?

Art, art & only art.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

People go hook & crook to get what they want, that's cut throat competition. Competition should be healthy. Everyone is a creator, so creativity should be accepted whosoever it maybe.



WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

I love cooking & serving to all the ones who come at my place.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

There is no as such a mantra be successful, but all you can do is keep on working continuously with concentration, dedication, hard work and above all be respectful to everyone.

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

I love politics but I'll never be a part of it.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

Economically it has been the artists. Since without artist the industry could never run then and not even in future. Pre & Post pandemic it's the artist that are affected.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Problem isn't a word it's an illusion. Since every problem comes with its solution. Maybe a problem to you isn't a one for others. You see, they (problems) are much needed for one to grow & be successful in one's life. Since you can't improve, learn without facing them.

MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

Art is altogether a different aspect. It needs concentration but also your way of perspective towards things makes changes. For example you observe a plant. It grows, sometimes it's leaves are different, sometimes it's fruits, it's flowers, it's fragrance, it's shades of colours. Everything isn't same at particular given time. It changes. Your perspective towards makes it all. Be childish, be artistic.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Its my dream that one day every single individual (visually impaired) gets to paint his/her imaginations on the canvas with the Colour Therapy. All our hardships of 15 years and still going will be satisfied.



PRANALI NIMKAR

PUBLIC RELATIONS PROFESSIONAL

A PR professional with over 9 years of experience in building media relations, networking and event planning

Received Navrtna Award for women (creating impact) in different fields by respected Sindhu Tai Sakpal

IIGF gold award for best duet dance in classical section

📷 @aries_prana_18



Pranali has pledged to grow trees and help protect our mother earth

**WINNERS
2022**

Q & A

CAN YOU TELL US A BIT ABOUT YOURSELF AND YOUR CAREER PATH SO FAR?

I am a commerce graduate with Masters in Public Relations from Mumbai University. I never thought that someday I would be a PR professional as I wanted to pursue my career in HR. But I absolutely don't regret choosing PR as my profession as I fell in love with it within no time. I am in the field for more than 8 years now and have been thankful to each and every organization and people I have worked within different sectors of PR be it lifestyle, food, travel, corporate or startups.

WHAT IS IT ABOUT YOUR WORK THAT MAKES YOU WANT TO GET UP EVERY MORNING?

In my personal life, I am a very quiet person, but professionally I like to meet/talk to new people, discuss ideas with them, make them understand about my client or product if I am responsible for anything. PR gives me that opportunity everyday to explore something new, talk to different people(journalists), pitch them ideas etc. I think this motivates me to work more.

WHAT PART OF YOUR OCCUPATION DO YOU PERSONALLY FIND MOST SATISFYING AND MOST CHALLENGING?

For me, I think meeting or talking to new people is both a satisfying and most challenging job as well. Initially, I used to be worried about how will I talk or explain my point of view to a new person or a journalist in my case, what will they think, will they hear me out? I used to directly go to their respective offices to meet them without any appointments.



But eventually, I started building a network with them, understood how to talk to different people, how to make them also comfortable even if it is a first meeting etc. After all, as the name suggests Public Relations is all about building relationships with other people.

WHAT'S THE MOST INTERESTING THING ABOUT YOU THAT WE WOULDN'T LEARN FROM YOUR PROFILE ALONE?

You might have understood me enough from my profile alone as I am who I am on my profile too. Maybe one thing could be that I am Kathak performer and a co-owner of Myriad Arts, a small firm that works in the field of art be it dance, folk shows, events, and hosting. We have been doing stage shows, hosting, etc since from college days.

WHAT SKILLS ARE THE MOST CRUCIAL TO SUCCEEDING IN THIS CAREER? WHAT TYPE OF PERSON DO YOU NEED TO BE?

I think having decent communication and writing skills is an important aspect. However, now, post-pandemic, having knowledge of social media is another essential aspect. Because now people/clients do ask for digital or online PR more than traditional PR. Also just be an honest and humble person. You need to be one in any profession as per me!

WHAT ARE SOME THINGS OUTSIDE OF WORK THAT YOU'RE IRRATIONALLY PASSIONATE ABOUT?

Dance...as I mentioned in one of my responses above. I truly love dancing and passionate about it. I am more of a classical or folk dance artist but I wish to learn contemporary style too in my life. For me, dance is my first love.

HOW IS THIS INDUSTRY AFFECTED BY THE ECONOMY PRE AND POST-PANDEMIC?

The pandemic has definitely made changes in the world's functioning. PR industry too had to bear the flames but obvious. PRs are related to journalists since it's their core job to connect with journalists for their clients or maybe for themselves. During 2020, some journalists turned PR entrepreneurs, or some PRs turned freelancers or some left the field completely. The industry got affected obviously with loss of jobs, less salaries etc but I think PR can never die and will require updation instead as everyone needs it in some or the other form. Be it social media PR or digital PR or traditional PR. This year 2021, will be good for all ... I believe.

FROM YOUR PERSPECTIVE, WHAT ARE THE PROBLEMS YOU SEE WORKING IN THIS FIELD? WHAT WAS THE BIGGEST CHALLENGE YOU WERE FACING?

Fortunately, I didn't face any major challenges working in this field even if it was comparatively a new thing when I started back in 2012. And I give all the credit to my seniors, colleagues, and people who I have worked with in the past and working now. All were supportive, understanding and helpful towards me always. I think if you are honest with your work and love your job, things automatically fall in place.



MOVING FORWARD, DO YOU HAVE ANY SPECIAL WORDS OF ENCOURAGEMENT FOR OUR READERS AS A RESULT OF YOUR EXPERIENCE?

I would say just keep doing the job with your whole heart and mind and try to learn new things always. Think logically and practically. Follow your passion too. It helps.

ON THE LAST NOTE, WOULD YOU LIKE TO GIVE US AN INSIGHT ON YOUR FUTURE PLANS

Currently, the plan is to just keep doing focused and sincere work. Also, I am focussing more on my dance now and creating videos on youtube!